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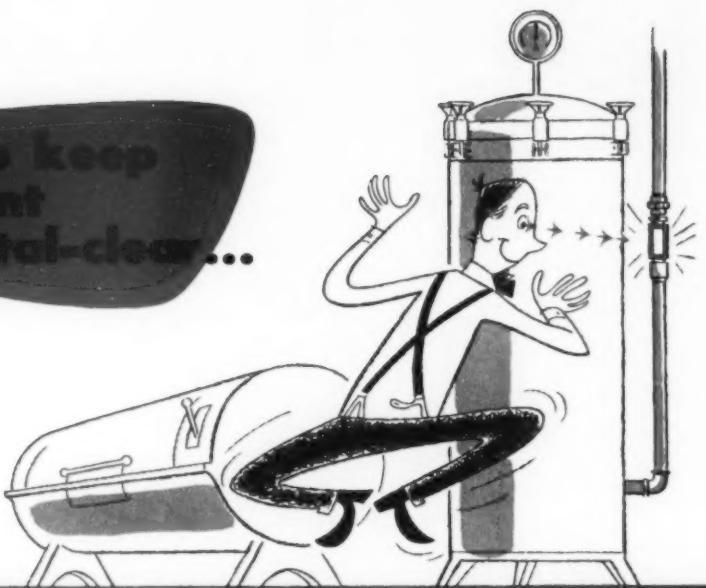
APRIL

1951

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...so to keep
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crystal-clear...



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*...cleans more
fabrics better with
greater convenience
than any other
dry cleanser,
soap, or aid."*



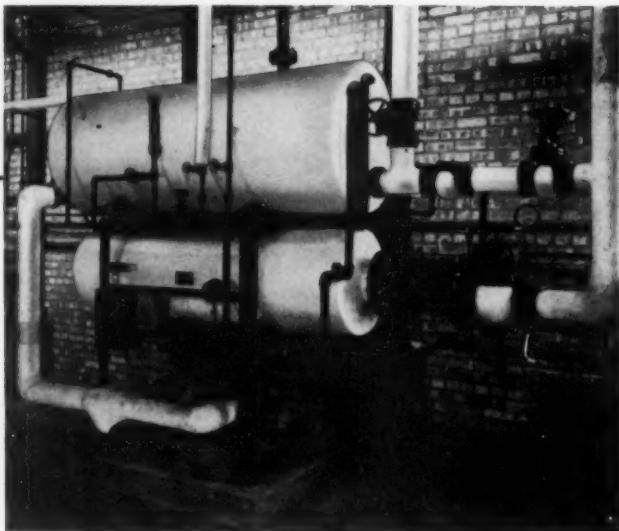
- ✓ Permanent Emulsion
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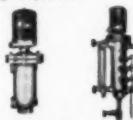
Chicago 23, Illinois



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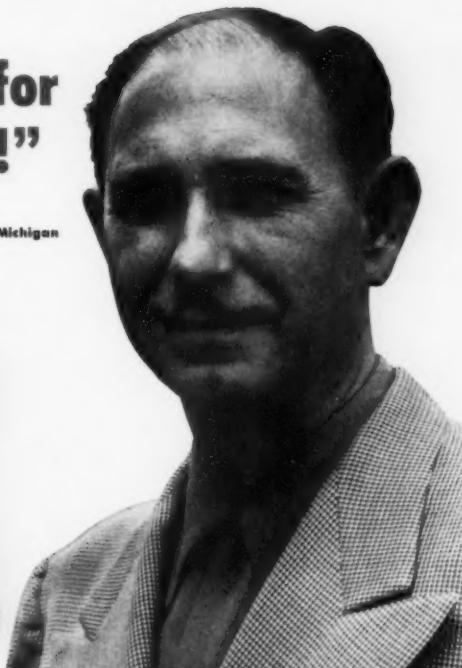


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"On my cleaning route,
**Our Ford Panel runs for
 less than 2½¢ a mile!"**

— says FLOYD KANIR

Gold Star Cleaners, Dearborn, Michigan



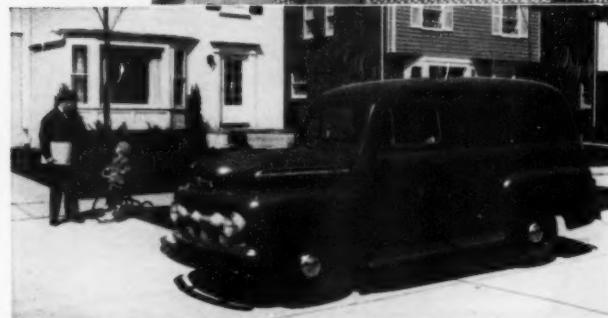
MICHIGAN
 Report No. 8956

"I've operated many trucks, but none cost as little to run as my Ford," says Mr. Kanir.

"We get through traffic so much faster we can make 10 more stops a day," says Kanir. A dry cleaner for over 25 years, he entered his 1950 Ford F-1 Panel, equipped with POWER PILOT, in Ford's nationwide Economy Run and says:

"During the Run, the truck went 8,299 miles making pickups and deliveries. Yet, in spite of this stop-and-go mileage, I spent only \$202.76 for gas, oil, maintenance and repairs. That's a running cost of only 2.44 cents a mile!"

Like others who rely on Ford for low running costs, Kanir is sold on the periodic, money-saving service he got from his local Ford Dealer. For more facts on the trucks that last longer and save you money every mile—mail coupon below.



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because FORD TRUCKS LAST LONGER!

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Fill Line **Heavy Duty Models**
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VOLUME FORTY-TWO

SEPTEMBER NINETEEN HUNDRED AND FIFTY-ONE

NUMBER NINE

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One of the greatest challenges to a business comes

when "new blood" is injected. A new staff member

asks plenty of questions and needs lots of guidance

for a while. If you are patient in answering the ques-

tions, as well as thoughtful, brother, can you learn

your own business?

How do you do this? Well,

then, why do you do it that

way? What's your over-all poli-

cy? Has it changed, making an

orphan of present methods?

Are you consistent? How does

current planning fit into over-

all planning? Are we charging

this to current costs or long-

term investment? What do we

do next? These are

some of the questions you

ask yourself as you watch the new-

comer begin to fit into the staff.

John J. "Jack" Martin be-

came associate editor of THE NATIONAL CLEANER &

DYER officially with the July issue, although working

in that capacity for a couple of months earlier. Over

a year ago Jack came to us to engage in market re-

search for our two papers; one of the fruits of his

work was our garment redyeing survey.

Brother Martin majored in business administra-

tion at Lehigh University, with a minor in journalism.

This shows a new twist in journalistic education—

giving students a major that provides them with

knowledge of something to write about. Fortunately

for us, Jack chose business administration instead of

tropical fauna and flora.

If we make Jack sound energetic and enthusiastic,

he is. If he sounds bookish and stuffy, he ain't. He's

personable, levelheaded and ambitious. In his few

short months with us he's covered a lot of territory,

met a lot of cleaners and laundryowners, made a slew

of friends, and written some pretty good stories.

You'll see and hear more of him!

* * * * *

In July we ran an editorial on the subject of self-
 service drycleaning. It has caused considerable in-
 terest and comment, some of it printed in this month's
 "Letters to the Editor" on page 12.

Long View

Most interesting is the fact
 that the comment has been
 100 percent by the allied trades-
 men. Is the inference that only the allied tradesmen
 fully or even partially appreciate the possibility of
 self-service drycleaning? They probably realize bet-
 ter than a drycleaner what mass production could do
 to the price of equipment, for instance. Or do they
 recognize more clearly what has happened to the
 beauty parlor business?—W.R.P.

SIMPLIFIED SPOTTING CHART

RED background for WET SPOTTING

BLACK background for DRY SPOTTING

PROTEIN FORMULA

11 parts MULSOLITE
1 part 26% AMMONIA

STOCK M

1 part CYCLO
1 part SOLVENT
1 part WATER
(Mix in order named.)

POWDERED DIGESTER

R. S. R.
(Mfd. by Wallerstein Co.)

★ Group "A"
FOOD, STARCH
SUGAR, SWEETS
PERSPIRATION
BLOOD
ICE CREAM
MUD
WATER MARKS
ALBUMEN
DISCHARGE
GLUE

TANNIN FORMULA

1 part MULSOLITE
1 part GEN'L FORMULA #209

POWDERED STRIPPER

STEEPENE
(For whites only)

★ Group "B"
COFFEE
TEA
LIQUOR
BEER
SOFT DRINKS
FRUIT JUICE
MEDICINE
GRASS
DYE STAINS

OILY TYPE - WET

TANNIN FORMULA
alternated with
PROTEIN FORMULA

OILY TYPE - DRY

Straight
PYRATEX
(Marking and ball pen ink)

POWDERED STRIPPER

STEEPENE
(For whites only)

★ Group "C"
INKS

LIQUID ACIDIFIED TYPE

ERUSTICATOR
(Mfd. by Penn. Salt Mfg. Co.)

TANNIN FORMULA

1 part MULSOLITE
1 part FORMULA #209
(For weighted silks)

POWDERED STRIPPER

STEEPENE
(For whites only)

★ Group "D"
RUST
(and other
iron compounds)

OILY TYPE - DRY

1 part CYCLO
2 parts PICRIN

OILY TYPE - WET

1 part PYRATEX
1 part WATER

OILY TYPE - DRY

1 part PYRATEX
1 part SOLVENT

★ Group "E"
PAINT
VARNISH
TAR
ASPHALT
PITCH
OIL
GREASE
BOTTOM STREAKS

OILY TYPE - WET

1 part PYRATEX
1 part WATER

OILY TYPE - DRY

Straight
PYRATEX

★ Group "F"
COLLODION
Lacquer
Enamel
Nail Polish
Airplane Dope
New Skin
ROUGE
LIPSTICK
SHOE POLISH

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(You want to do quality cleaning, at lowest cost.)

the Armour man is the man to see
because he and only he
has Armour's improved
Liquid Driclene!



(Improved Liquid Driclene out of Armour's Research
Laboratories is better now than ever before!)

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Industrial Soap Division

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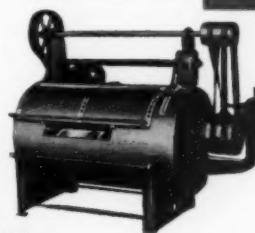


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Every Requirement!

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WASHERS

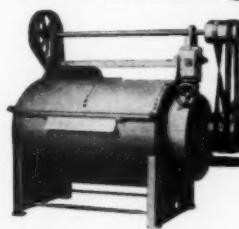
Western Model 500 Belted Motor Drive

*The easiest operated,
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Hand Lever Control"
Machine you can buy.
Ruggedly built for last-
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Western Model 50 Belted Motor Drive

*Incorporates all the design
of the Model 500 and many
of the operating features.
Choice of wood or metal
cylinder. 3 sizes available.*

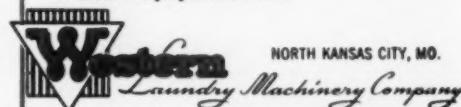


Western Extractors

*Solid curb. Motor driven
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20", 26", 30". Both laundry
and drycleaning types.*



Yes, the complete modern Western Dry Cleaning Washer and Extractor line offers any plant, anywhere, the size and type of unit needed to fit their requirements. Compare any Western-built machine for ruggedness, compare it for operating economy, compare for design and performance—then check the price. You'll be amazed and completely satisfied on what your dollar will buy when you buy Western—truly the equipment designed with the dry cleaner in mind. Get the full facts before you buy—compare Western equipment now.



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Please forward details on Western equipment as checked:

Model 500:

Direct Drive
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Model 50:

Size _____
 Extractor
Size _____

Name _____

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you get
more than 50 gallons
of fast-acting
digesting solution
from every pound

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with a single pound of RSR!

And remember... RSR costs less than 8¢
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LETTERS to the EDITOR

Our Error

Dear Editor:

In the "Questions and Answers" department in your July issue you print a question, headed "Apply Soap on Upturn," referring to a case of color loss. You say this damage often occurs when the drycleaner "pours the soap quickly into the wheel while the cylinder is turning toward him." Then you go on to advise that this kind of damage can be prevented by having the soap go on the cylinder "while it is moving upward away from the drycleaner."

If the soap is put in while the cylinder is moving upward, aren't you prescribing as a remedy the same procedure that caused the trouble?

Altoona, Pennsylvania

FRED J. SCHWARZ

Sorry, that's what happens, even to editors, when they're in too much of a hurry. The soap does go in the cylinder while it is moving downward from the drycleaner.—EDITOR

Self-Service Drycleaning a Threat?

Dear Editor:

Your editorial with regard to self-service drycleaning is at hand. In my opinion, your opening sentence may be somewhat exaggerated but does point up a problem. It may be a threat not only to the drycleaners but also to the manufacturers of the present laundry and drycleaning machinery.

To my way of thinking, the conclusions of the editorial are superficial and misleading. The editorial states, "We must take steps to raise the quality of cleaning done in the entire industry. It is the shoddy cleaners, or the well-meaning but ignorant cleaners . . ."

To me this implies that unquestionably the quality of the drycleaning will be an important factor in the growth of self-service. The fact that it is the only suggestion, aside from the generality of "service," which you make implies that it is the most and all important reason for self-service.

Is such the case? I am sure that I do not know, but I am very doubtful if you know, either. Certainly, the quality of commercial laundry washing and finishing had little, if anything, to do with the growth of self-service laundries.

To my way of thinking, one of the most serious mistakes that commercial laundrymen, manufacturers of laundry machinery, and magazine editorial writers made in connection with the growth of self-service laundries was that they assumed they knew why self-service laundries appeared popular. They knew these reasons were temporary. Therefore, they knew that the whole development was temporary.

It seems to me that, rather than assuming that you knew why self-service drycleaning plants might develop, you should instead have attempted to induce the industry through scientific research to determine with as much accuracy as possible the reasons why self-service drycleaning is a threat.

If the drycleaners knew precisely why it was that home drycleaning might prosper, they might well be in a position to change their procedures to meet this

new situation. Machinery manufacturers might or might not have a part in the program.

To sum up, I can only say that it is my fear that an assumption without careful research of the basic causes may prove to be erroneous and lead the industry to the same unfortunate position in which the laundry industry finds itself.

ROBERT S. SWAIN

Executive Vice President
Pawtucket, R. I. Pantex Manufacturing Corporation

The American Institute of Laundering and the Procter & Gamble Company jointly sponsored a "National Survey on the Use of Family Laundry Service," made by Psychological Corporation in the fall of 1947 and reported in AIL's Special Report 160. On page 30 of the report, under the heading "Why people don't use laundries," was the following tabulation for former laundry customers only:

1. Too expensive; cheaper to do my own.....	52%
2. Laundry hard on clothes; buttons ripped off.....	46
3. Rather do my own; I can do my own.....	44
4. Have own machine; have own facilities.....	39
5. Laundry loses articles; too careless.....	23
6. Used to send it when sick; health is better now.....	14
7. Have more time to do it.....	12
8. Laundry doesn't clean clothes well.....	12
9. Laundry takes too long.....	11
10. Have someone to do my laundry.....	8
11. Ironing not done well.....	6
12. Laundry gives poor service.....	5
13. Didn't have enough clothes to send.....	5
14. Self-service nearby.....	4
15. Clothes had bad odor.....	3
16. Pickup service too irregular.....	3
17. Don't want clothes washed with other people's.....	3
18. No need or reason to send it.....	2
19. Laundry won't pay for lost articles.....	1

There is hardly a reason given here that could not easily apply to drycleaning, if *self-service* drycleaning were available (not necessarily *home* drycleaning). Since the percentages total 293 percent they average nearly three reasons per ex-customer.

Mr. Swain is absolutely right that the possibility of self-service drycleaning needs closer study by the industry. We would urge both the NICD and the LCATA to start such a project, jointly or separately. We did think it was about time to call the industry's attention to the "threat" of self-service drycleaning.

The laundry survey would indicate that price was the greatest factor in the customers' minds. Yet reasons 2, 8, 11, 15 come to a total of 67 percent directly critical of laundry quality. On the other hand, reasons 3, 4, 6, 7, 8 and 18 are all against the laundry, without the reason being made clear.

Note that 83 percent of the ex-laundry customers do their own work because they can or have facilities available. The drycleaner, without the competition from customers themselves of the type faced by laundries (i.e., mechanized drycleaning), has a much greater share now of the total drycleaning market than laundries have in the laundry market. He therefore has a great deal more to lose if mechanized self-service drycleaning gets a toehold.

It is difficult to make a survey of a condition that does not yet exist. The laundries were not able to convince more than half of their ex-customers that the quality of their work was worth the price charged. If self-service drycleaning takes hold, it seems reasonable to assume the drycleaner will be faced with the need for proving *his service* is worth the price.—EDITOR

More on Self-Service Drycleaning

Dear Editor:

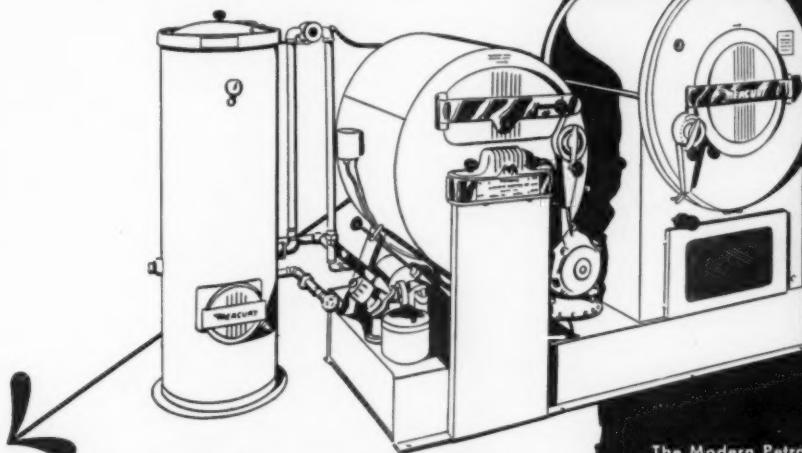
In your editorial on "Self-Service Drycleaning" in the July issue of NATIONAL CLEANER & DYER you refer to a small synthetic drycleaning machine that was (Continued on page 134)

SAVES 50% LABOR

Saves spillage—saves accidents

Over a million man-hours of labor saved in 1950 by 3000 successful Mercury plant owners.

(140° F. for safety and economy)



safety Washes and extracts in the same cylinder, avoiding transfer of wet garments and solvent spillage. Completely closed and vented to the outside. U. L. listed for use with 140° F. petroleum solvent.

profits Designed for a weekly volume of \$1000.00. Single loading of wheel for wash-extract saves time. Low investment and low maintenance.

security The precision-built Mercury gives years of dependable service. And you face no "solvent shortage" with 140° F. which is readily available . . . at low cost.

The Modern Petroleum Dry-cleaning Unit! 36 pound washer-extractor, 36" x 30" tumbler, six plate 1000 GPH filter, sight glasses, piping, pump and storage tank in one complete system.

\$2850
F.O.B. FACTORY

DRY CLEAN WITH DRY HANDS

MERCURY

The Modern Petroleum Unit

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"Instant" Calgon makes all your soap go to work. You need less soap to do cleaner quality work. No waste due to soap film.

2.

"INSTANT" CALGON SAVES YOU ALKALI!

"Instant" Calgon prevents and removes soap film . . . uncovers fabrics so that less alkali gets clothes cleaner.

3.

"INSTANT" CALGON IMPROVES BLEACH ACTION!

"Instant" Calgon permits better control of bleaching by removing soap film. Result: less bleach—lower tensile strength loss—quality work.

4.

"INSTANT" CALGON AIDS RINSING!

"Instant" Calgon allows your rinse water to completely remove remaining soil and supplies.

Calgon is the registered trade mark of Calgon, Inc., for its water-soluble sodium phosphate products.



5. "INSTANT" CALGON MAKES STARCH WORK BETTER!

"Instant" Calgon prepares the fabrics for better starching. Starch is absorbed evenly for smooth, satiny finish.

New "Instant" Calgon is available in 25 lb. drums and 100 lb. bags. Order from your Calgon distributor or write Calgon, Inc. Use "Instant" Calgon for quality laundering . . . wet cleaning . . . and-upholstery shampooing.

6.

"INSTANT" CALGON GUARANTEES QUALITY WORK!

Your customers like fresh, bright, clean work . . . the top-quality work that "Instant" Calgon helps you deliver every time.

CALGON, INC.

HAGAN BUILDING

PITTSBURGH 30, PA.



YOU CAN EASILY HAVE

EXTRA VOLUME IN YOUR PLANT...



one man can finish up to 35 HATS per HOUR

Excelsior's Hat Blocking and Finishing System is a miracle of compactness . . . a sensation for ease and efficiency. Inexperienced operators may be taught to finish up to 25 hats per hour in their first day. This is it! The sure way to boost sales volume in a minimum of space. Investigate the possibilities of the EXCELSIOR Hat Finishing System. You'll find it will fit perfectly into your plans for increased profits.



EXCELSIOR

MACHINERY
COMPANY

1454 RANDOLPH STREET • DETROIT 26, MICH.
Distributors in Principal Cities

EXCELSIOR Machinery Company

1454 Randolph St.
Detroit 26, Mich.

Please send me additional information about
the Excelsior Hat Finishing System.

FIRM NAME _____

ADDRESS _____

CITY and STATE _____

BY _____ TITLE _____

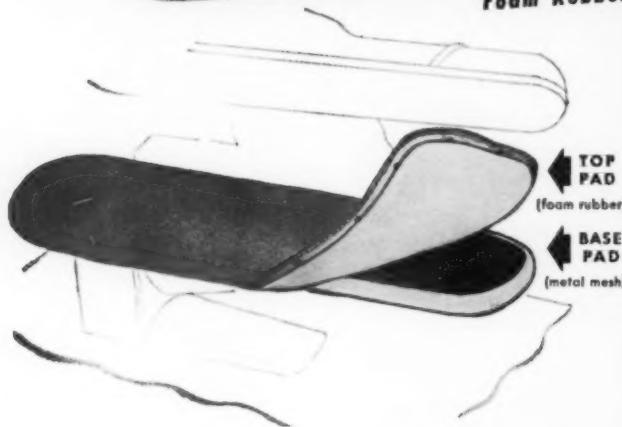
Resillo



endorsed by
the industry

FOAMONEL

Foam Rubber + Metal Mesh



PADS
for
Dry Cleaning
Presses

Eliminates frequent costly changes.

Most economical pad, combining foam rubber resiliency and metal mesh durability.

Provides a higher quality pressing.

Constructed in exact accordance with press manufacturer's specifications.

A permanent type padding—secured to press by eyelets and wires.

The only foam rubber pad with metal mesh base.

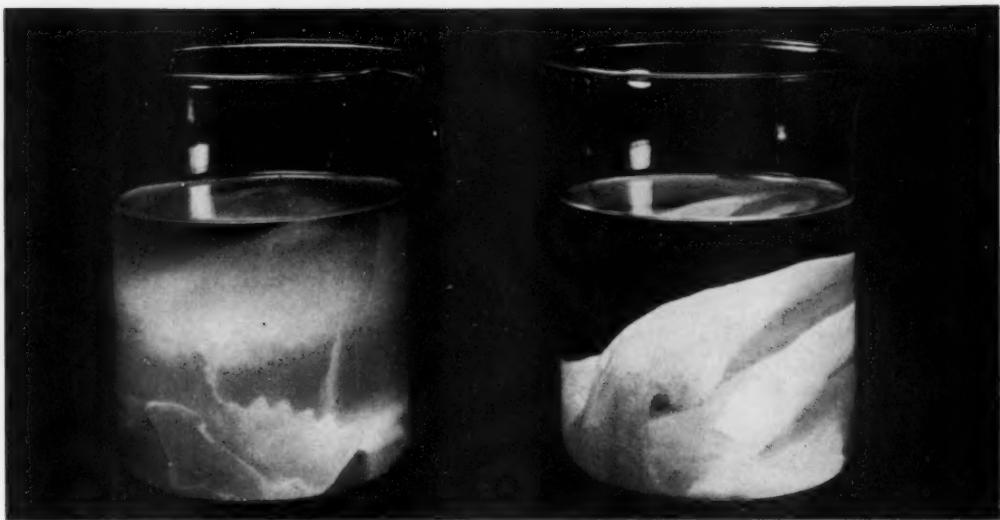
Your Resillo jobber is trained to help solve your maintenance problem. Call him today.

Guarantee

The high quality construction of the widely accepted, widely used Resillo FoaMonel Pad makes possible these guarantees: 1. The FoaMonel Base Pad is guaranteed for a minimum of two years. 2. The FoaMonel Top Pad (foam rubber) is guaranteed for a minimum of four months. With normal care FoaMonel will last much longer.

Resillo WORLD'S LARGEST EXCLUSIVE
MANUFACTURERS OF METAL
PRESS PADS

RESILLO COMPANY · 2328 WEST NELSON STREET · CHICAGO 18, ILLINOIS



SYNTHETIC DETERGENT

NU-WAY FILTER SOAP

NOW YOU CAN RINSE YOUR GARMENTS IN CLEAN, CLEAR SOLVENT!

Above is a simple, practical demonstration that shows exactly how NU-WAY Filter Soap works . . . and gives all the real soap action necessary for good cleaning.

Equal amounts of the same solvent were placed in both beakers. In the left beaker was put 1% of a synthetic detergent with moisture. The detergent quickly dispersed through the solvent, giving a cloudy, milky-like effect. When the cotton cloth was placed in it and thoroughly stirred to simulate a washer, the solution remained cloudy even after the cloth was removed.

In the right beaker was placed 1% of NU-WAY Filter Soap, with moisture added. A similar piece of cotton cloth was then immersed in the beaker and the solvent thoroughly stirred to simulate a washer. The solvent in this beaker became clear.

It is obvious that the detergent remained in an inefficient and useless suspension. With NU-WAY Filter Soap the test piece adsorbed the soap where it is effective during the soaprun.

NU-WAY Filter Soap and soil are completely removed during filter operation assuring a clean, clear solvent rinse.

BUCKEYE NU-WAY Filter Soap

THE DAVIES-YOUNG SOAP COMPANY, Box 995, Dayton 1, Ohio
Manufacturers of Soaps and Specialties Since 1844.

NCD-952

Please have your local representative contact us
Send further information on NU-WAY Filter Soap

NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

SIGNS of the TIMES

DEFENSE DATA

Ceiling Violators Warned: A bulletin of the National Planning Committee of the Textile Maintenance Industries reports that Edward P. Morgan, the Office of Price Stabilization's director of enforcement, has asked members of the textile maintenance industries to voluntarily comply with the provisions of CPR34. In a letter to these industries he warns that those who do not voluntarily cooperate will be prosecuted.

The committee states it is informed that the majority of our industry are complying with the requirements, and in fairness to them stringent measures will have to be taken with those who are disregarding the provisions of CPR34.

The text of Mr. Morgan's letter to the chairman of the National Planning Committee follows:

"I am directing this letter to you in your capacity as chairman of the National Planning Committee representing the textile maintenance industries. These industries, I understand, include the cleaning and dyeing industry, the linen and diaper supply industry, the industrial laundering and laundering industry, all very important segments of the service trades.

"As director of enforcement for the Office of Price Stabilization, it is my duty to obtain compliance by businessmen with the regulations applicable to them that are presently in effect and that may become law in the future. In this connection, the service trades come within the scope of Ceiling Price Regulation 34 which became effective May 16, 1951. I know you are familiar with the contents of this regulation and I understand that through the media of your various trade publications, the industry as a whole has been informed of the regulation.

"I know also that the average businessman has a sincere desire to comply with the applicable OPS regulations. It is only a small percentage of an industry that wilfully acts in violation of our regulations. Consequently, it would be manifestly unfair to the majority of an industry if we allow a minority to thrive in violation. It is essential to the administration of CPR34 that the posting, filing, and record-keeping provisions be complied with by all persons within its coverage.

"Sections 18 and 19 of CPR34 set forth the provisions of the regulation in this regard. It may be worth while to review the contents of these provisions. The regulation states that 'you' (referring to all persons subject to the regulation) must comply with Section 18. You must preserve for examination by OPS all records regarding your prices for services supplied or offered for supply during the base period (December 19, 1950, through January 25, 1951, inclusive) and thereafter. You must prepare and preserve for examination by OPS a statement of your ceiling prices.

"You must file a duplicate of your statement with your OPS district office, within thirty days of the date that your ceiling price for a service is first established by CPR34. You must prepare supplemental statements if you deliver any new service or after any change in your ceiling price is authorized by OPS. You must, if you are a retail service establishment, post your ceiling prices for every service you sell, in a prominent

or clearly visible position in your establishment.

"If you fail to keep records or the statements as required by Section 18, or if you violate any provisions of this regulation, you are subject to the criminal penalties, civil enforcement actions, and suits for treble damages provided by law.

"We are confident that the members of your industries who have not complied will adhere to the law if reminded by you of their obligations thereunder.

"Every effort has been and will be made to afford all members of the textile maintenance industries an opportunity to comply with the law voluntarily. In fairness to those who have already complied, however, vigorous enforcement action against those who have not complied will necessarily be instituted.

"I am taking this opportunity formally to request your continued interest and cooperation in our mutual effort to make the record of the textile maintenance industries faultless and to curb inflation in the interest of the national defense."

New Pricing Formula: The Capehart Amendment to the new Defense Production Act provides that OPS must adjust ceiling prices when the application of any person properly shows increased prices and costs. Such an adjustment would be based upon the applicant's highest price between January 1 and June 24, 1950, plus increases or decreases in costs occurring after that highest price and before July 26, 1951.

The term costs in this connection is defined to include "materials, indirect and direct labor, factory, selling, advertising, office, and all other production, distribution, and transportation and administration costs, except such as the President may determine to be unreasonable and excessive."

The OPS is preparing formal regulations establishing formulas and procedures for processing of applications for price relief under the new provision.

Another amendment provides that no ceiling price may become effective which is below the price prevailing just before issuance of a new ceiling price regulation, or below the price during January 25-February 24, 1951, whichever is lower. Since service ceiling prices took effect May 16, 1951, this amendment will not affect the drycleaning industry unless OPS comes up with a new or revised ceiling price regulation for services.

Construction Regulations Changed: In a series of actions NPA placed all construction under the Controlled Materials Plan, beginning with the fourth quarter of this year. Under previous regulations, owners and builders could obtain materials under CMP materials if they wished, but didn't have to.

Replacing M-4, the new order, M-4A, tightens controls over larger building jobs, but makes it unnecessary to apply to NPA for permission to begin construction or get materials for buildings using less than two tons of carbon steel, 200 pounds of copper or any amount of aluminum, alloy steel or stainless steel.

Beginning October 1, any person may obtain CMP assistance for industrial plants if he does not use more than 25 tons of carbon and alloy steel, including struc-



Make sure it's a **DAVIS** Plate —only Davis can give you Fabric-Renewing Pressing

A press is only as good as its plate. Replace worn-out plates now with brand new Davis fabric-renewing plates. It's the one sure way to keep your presses performing like new, at the finishing end. Davis Plates are made of bright, long-lasting aluminum . . . they get hot lightning fast, retain the heat to speed every pressing and drying operation. Because aluminum doesn't stain or get dirty, it can't soil light-colored fabrics. Because Davis Plates (utility-press size) have 300,000 perforations, they steam and press faster; steam spreads evenly over the entire pressing surface. The cushion of steam between the plate and the garment prevents shine and impressions. Davis Plates press any fabric, rejuvenate all fabrics, pay for themselves quickly in increased production alone. Don't wait—assure yourself of an adequate supply of Davis Press Plates now!

Hoffman XC05, 07, Pantex 45, N.Y. 42 and other 36" to 46" models. \$14.85
Mushroom models . . . \$11.00 47" to 54" models 19.25

Buy an Extra
Davis Plate
now—while
it's available

ORDER FROM YOUR SUPPLIER TODAY

Davis
SPECIALTIES, INC.

MANUFACTURERS • CHICAGO 24

For September, 1951

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Now is the
time to buy
HOSE too!



DAVIS Uniflex
Leak-pruf Hose
assures continued
performance of
your presses

The best guarantee of uninterrupted operation of your presses is a set of Davis Uniflex Hose. Ordinary hose is brazed or welded and eventually springs a leak. Davis Hose has a patented leak-pruf fitting with mirror-smooth surface that permits an absolutely perfect seal—no leakage—no costly shutdown of a press. The floating flange allows quick attaching of hose and eliminates any twist when final assembly is completed. Play safe—buy a set for every press.



Made in all sizes for
all models of cleaning
and laundry presses

tural steel, and not more than 2,000 pounds of copper and copper base alloys and 1,000 pounds of aluminum, for each project, in any calendar quarter. Copper and aluminum cannot be used for decorative purposes.

Order M-4A eliminates site clearance as one of the factors in the definition of commencing construction.

Building projects now legally under way will be brought under the CMP plan on October 1. If a building project cannot be finished after October 1 with the amount of critical materials permitted in the self-authorization procedure, an authorized construction schedule must be obtained on Form CMP-4C.

Allotment symbol U-6 has been assigned to industrial construction.

Salary Regulation: The Salary Stabilization Board, recently set up, will administer salary policy, as distinguished from wage policy which is under the Wage Stabilization Board. Under the jurisdiction of the SSB are "persons employed in bona fide executive, administrative, professional or outside salesmen capacities, not represented by labor organizations."

General Salary Stabilization Regulation 1 makes the same wage regulations that apply to other workers applicable to salaried employees under the SSB's jurisdiction.

The WSB has issued a regulation dealing with "fringe benefits" such as paid vacations, paid holidays, shift differentials and premium pay relative to days and hours of work. The order (General Wage Regulation 13) requires that petitions for approval of the introduction or extension of any fringe benefit or an increase in amount may be submitted to the nearest office of the Wage and Hour Division of the U. S. Department of Labor. The regulation indicates that such petitions will be approved if the proposed benefits are in line with those prevailing, in type and amount, in the industry or area.

Another WSB regulation deals with bonus payments which do not need board approval if they conform to an established plan and meet these conditions: They are not to exceed 25 percent of the worker's yearly pay; a bonus plan has been operating since January 25, 1949, is contained in a collective bargaining agreement made on or before January 25, 1951, or was communicated to the workers before that date.

Approval is required for bonuses which are computed more frequently than every three months or which have a direct relationship to the number of hours worked or units produced or sold.

If bonus payments are increased after the base pay period, they must be included within the permitted 10 percent ceiling increase.

Of course these provisions, like any others that are summarized in this section, may be entirely outdated by the time this issue appears in print. President Truman has, in fact, suggested that under the new defense control law the cost of living may be expected to rise substantially, making further wage increases inevitable.

The WSB recently ruled that where an employee's earnings in the base period (the first regular payroll period ending on or before January 15, 1950) include commission payments, board approval is required for any increase in his earnings, in any form. Board approval is also required for initiating or increasing commission rates.

New MRO Ratings: The National Production Authority has revoked its Regulation 4, dealing with maintenance, repair and operating supplies, and has issued in its place CMP Regulation 5, which incorporates MRO

with the controlled materials program. Since the new order retains practically the same provisions, the change is principally one of rating symbols.

In place of the DO-97 rating on orders for controlled materials, the symbol MRO is now used. Controlled materials include steel, copper and aluminum. For uncontrolled MRO supplies and minor capital additions (up to \$750) other than controlled materials, the rating DO-MRO is used.

Quotas and methods of figuring them remain unchanged. Quota limitations can be disregarded if MRO purchases do not exceed \$1,000 in any quarter.

DO-97-rated orders already placed for third-quarter delivery will be automatically rated with the new ratings. Those scheduled for delivery in the fourth quarter of this year will become unrated if they were not recertified before August 15.

Among products to which MRO or DO-MRO ratings cannot be applied which may be of interest to dry-cleaners are basic and inorganic chemicals, including perchloroethylene and carbon tetrachloride; packaging materials and containers; paper and paper products; paints, lacquers and varnishes; wire hangers; rubber tires and tubes; printed matter. Also, consumer durable goods including office furniture and fixtures, filing cabinets, shelving, store fixtures, lockers, electric fans 16 inches and under, signs and advertising displays, pens and mechanical pencils.

#

Rayon Standards Panel Televised: On July 17 the Kathi Norris Show, televised over Station WNBT in New York, presented a panel discussion of the progress made in writing a national consumer standard for rayon fabrics. Members of the panel included two industry representatives, Arthur Gelaw, president of Westwood Laundry, Westwood, N. J., and Samuel Stein, president of Swan Cleaners, Cranford, N. J.



PANEL OF EXPERTS discusses benefits of proposed rayon standard on Kathi Norris television show. Left to right: Drycleaner Samuel Stein, housewife Mrs. Henry D. Lauson, Kathi Norris, launderer Arthur Gelaw, scientist Dr. Jules LaBarthe, Jr., home economist Ardenia Chapman

Other panel members were Dr. Jules LaBarthe, Jr., senior fellow at the Mellon Institute of Industrial Research, University of Pittsburgh; Miss Ardenia Chapman, dean of the College of Home Economics, Drexel Institute, and a director of the American Standards Association, and Mrs. Henry D. Lauson, a New York housewife.

Following the program, the members of the panel took part in a press conference held at the headquarters of the American Standards Association. The ASA has developed the proposed rayon standards in cooperation with more than 30 national organizations, including yarn producers, weavers, finishers, retailers, wholesalers, consumer groups and the textile maintenance industries. The project was sponsored by the National Retail Dry Goods Association.

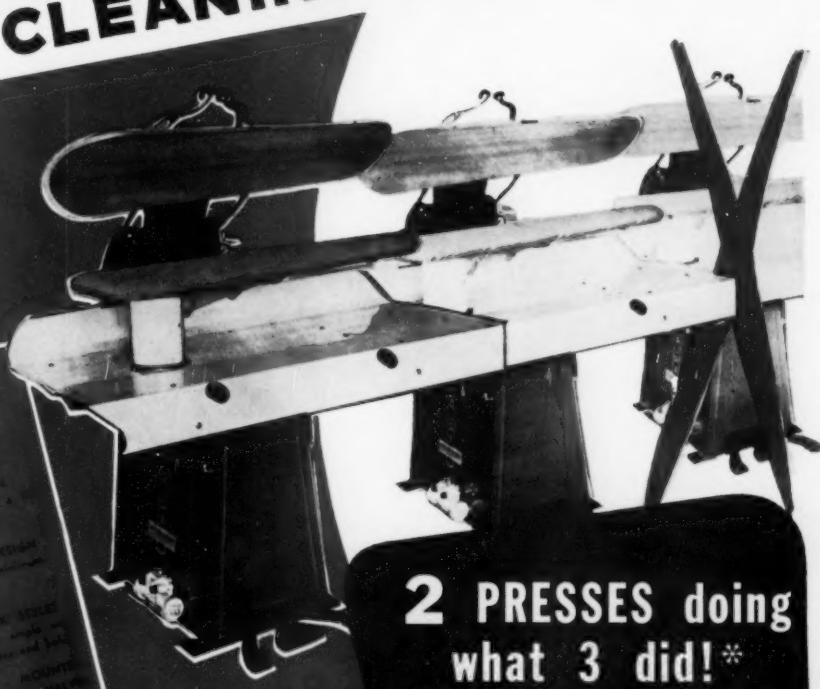
At the conference Dr. LaBarthe, who was on the

(Continued on page 118)

AJAX AIR-OPERATED DRY-CLEANING PRESSES...

Exclusive Features:

- ALL-STEEL CONSTRUCTION
from top to bottom
- COMPACT DESIGN
occupies minimum floor area
- ONE BACK STRETCH
table with ample working space
- CLAMP MOUNT
DETACHABLE VALVE
and head valves
enable economy, quick



2 PRESSES doing what 3 did!*

- $\frac{1}{2}$ MORE PRODUCTION • FINER QUALITY
- INCREASED EARNINGS • LESS INSPECTION TROUBLE

Let Ajax air-powered presses speed up your production. A light touch on either table push button or the center foot pedal and the press does the rest—smoothly, quickly, effortlessly. Ajax air-operation outmodes any other manual press. See it! Try it! You'll want to buy it!

*Name of operating plant will be furnished on request.

AJAX

WESTERN LAUNDRY PRESS CO.

409 South Fifth West — Salt Lake City 4, Utah

Manufacturers of **AJAX** Presses since 1929

WRITE FOR
Free FOLDER!

PERMAFIBER



— PURSHALLED —
BY AMERICAN
INSTITUTE OF LAUNDERING

TESTS PROVE:

Permafiber Marking Tag Stock
Completely Durable, Color-Fast

Here's important news for every laundry and dry cleaning operator!

Permafiber now bears the CERTIFIED Seal of the industry's top testing authority...further proof of superior performance under all laundering and dry cleaning conditions.

Test **Permafiber** marking tags in your plant — today! See for yourself how **Permafiber** can't shred in processing . . . holds numbers sharp and clear . . . comes through flat and flexible.

And for ECONOMY, **Permafiber** can't be beat. **Permafiber** costs less, saves marking and sorting time, eliminates garment loss.

Remember...always specify **Permafiber** when you order.

Write for name of nearest dealer and samples!

Permafiber Corporation 450 SEVENTH AVENUE • NEW YORK 1

the **TOUGHEST** job in the plant...

Because it does away with a laborious cleaning operation, makes big savings in direct labor costs, reduces finishing costs and contributes to better cleaning and higher profits... the Hopkins **SCRUB-O-MATIC** Garment Scrubber has literally taken dry cleaners by storm. From coast-to-coast it is enthusiastically endorsed.

One cleaner reports a 50% saving in direct labor costs plus greatly improved quality. Another cleaner tried one—then bought ten!

Anyone can operate the **SCRUB-O-MATIC**. Use it on the dry side or wet side. Takes less than 5 square feet of floor space.

Ask your own jobber about the Hopkins **SCRUB-O-MATIC**, or use the coupon below for complete information.

Hopkins
EQUIPMENT CO.
Hatfield, Pa.

HOPKINS EQUIPMENT CO., Hatfield, Pa.

Gentlemen:

Please send me full information and prices on the new Hopkins **SCRUB-O-MATIC** Garment Scrubbing Machine.



is now the easiest!

Just dip the garment in tank of solution



And pass through
SCRUB-O-MATIC
brushes



NAME _____
COMPANY _____
ADDRESS _____

BUSINESS BUILDERS

Thrift Theme Gets Dye Work



JACK CHIN of Chin's Cleaners with sign that brings in dye work

The timely sign illustrated here is bringing in dye work to the plant store and 14 branch stores of Chin's Cleaners, Inc., in the Mobile, Alabama, area. Counter girls are trained to sell all of the firm's services. When a girl catches a customer's eye on the sign, the time is right for making a suggestion about Chin's dye service.

According to Chin's, the sign strikes a sympathetic chord because of the growing importance of thrift. They expect the "dye to save" theme to tie in with increasing thrift suggestions in the news.

The "Little Guys" Advertise



SPORTS FIGURINES advertise Quality Cleaners of Dickinson, Texas, for owners John Salvato and Roy Napoli

Two sports enthusiasts are the owners of Quality Cleaners at Dickinson, Texas, and they have built their promotion around their hobby. John Salvato and Roy

Napoli have purchased figurines representing the different sports, and these "Little Guys" are the models for window cards advertising all local games and sports events.

The cards for a fight, for example, feature the two fighters and referee shown in the photograph. For football games, the card shows a player punting, and two tall centers throwing up a ball advertise basketball.

These announcement cards for store windows are furnished by Quality's owners for all local events. In the windows of their own plant store and downtown store they use the appropriate figurines with the announcement cards.

Through the consistent use of Quality's figurines, the local residents associate the cards and even the sports events with the cleaning firm. The owners get a lot of comment on the promotion and feel that they get more than their money's worth in advertising value.

Short Short Story

LIFE'S LITTLE AGONIES ARE EASY WORK FOR US!



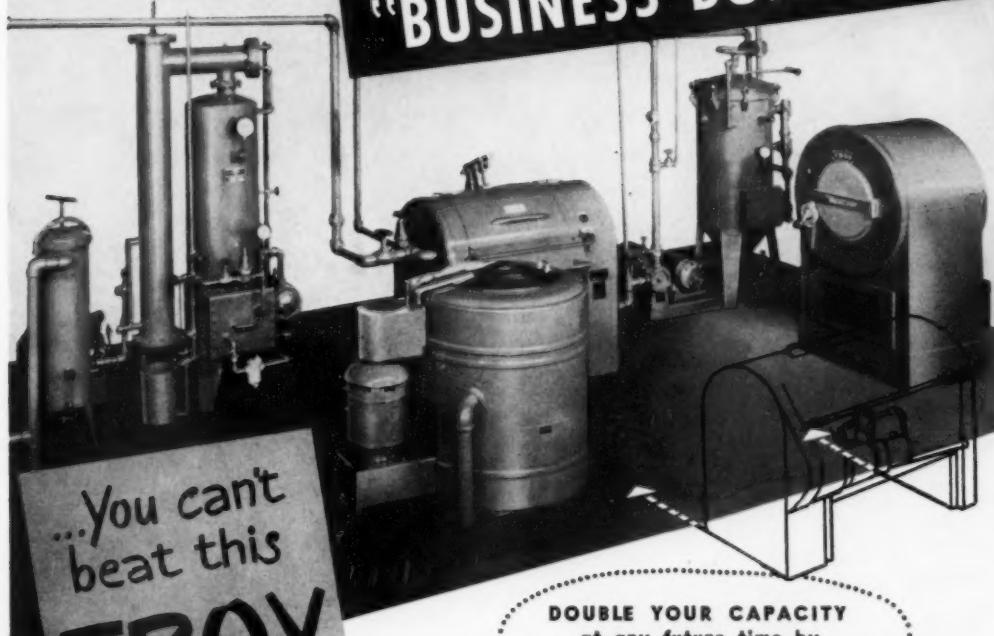
Call HAmilton 1080 For The Careful, Beautiful Cleaning Of

LONGMAN'S
DRY CLEANERS
STORE & PLANT — 475 SOUTH AVE.

STORY IN CARTOONS does advertising job for Longman's Dry Cleaners of Rochester, New York

Speaking of

"BUSINESS BUILDERS"



DOUBLE YOUR CAPACITY
at any future time by
ADDING EXTRA WASHER

Designed to Expand
as Your Business Expands

ABOVE UNIT INCLUDES

- 30" x 48" Troy Electroclene Washer
- 30" Troy Minute Man Extractor
- 3000 G.P.H. Troy-Olson Filter with Vacuum Button Trap
- 75 G.P.H. Troy-Olson Still with Moisture Separator
- 36" x 30" Troy Mercury Tumbler Supply, Circulating and Still Pumps
- Above-Ground Tanks (not shown)
- Interconnecting Solvent Piping

OTHER UNITS AVAILABLE WITH
CAPACITIES FROM 35 LBS. TO 100
LBS. DRY WT. PER LOAD.

You can handle up to 600 pounds of garments per 8-hour day with this Troy Drycleaning Unit, for use with 140° F. or Stoddard solvent. Then when business expands, you can **DOUBLE YOUR CAPACITY** by simply adding another 30" x 48" Troy Electroclene Washer . . . and nothing else!

With Petroleum Solvents in plentiful supply and readily available, this Troy Drycleaning Unit is the ideal one to install now. All machines in this unit are individually motor driven and have explosion-proof motors and controls plus complete safety features.

The layout illustrated above is only one of many possible arrangements. Troy engineering service is available without charge to help you plan the most efficient layout for your plant.

WRITE FOR DETAILS AND PRICES

TROY LAUNDRY MACHINERY

Division of American Machine and Metals, Inc.

EAST MOLINE, ILLINOIS



BRUSH-OUT

GOES AFTER THE DIRT!

Brush-Out does a better job for less cost. You can use Brush-Out on the wet side . . . dry side . . . as a soaking solution . . . as a brushing soap in any system . . . and you leave the soil in the wheel and reduce spotting costs.

No Circles • No Soil left

NO PRESSURE • NO "BUILD-UP"
No mineral acidity • No corrosion

You can't do it better—Use Brush-Out!

There is a
Caled
Product
for Every
Dry
Cleaning
Need



**S-T-R-E-T-C-H
E-X-P-A-N-D**

YOUR "PERC" SUPPLY...

YOUR PLANT OUTPUT

with

The WORKHORSE *of the Solvent Reclaimers*

HOYT SOLVO-MISER saves your expensive cleaning machine for its most productive work — washing and extracting alone . . . doubles and even triples plant output. It saves your valuable "Perc". No wonder it is the big money-maker for the cost-minded drycleaning plant!

Most Solvo-Miser owners report the solvent saved in a year's time *alone* pays for the machine. Savings like this are too important to be overlooked. You owe it to yourself to get full details on what the Solvo-Miser can do on open and closed type cleaning machines. **Don't wait . . . mail coupon today!**



**3
M O D E L S**

**SEN
D
COUPON
TODAY!**

HOYT

LARGEST MANUFACTURER
OF DRYERS EXCLUSIVELY



Don't take our word for the Solvo-Miser. Here's what users say about it:

TROY, N. Y.

"We are now running 120 pounds of clothing an hour. Before we bought the reclaimer it took . . . fifty-five minutes to do just 50 pounds of cleaning".

STATE COLLEGE, Pa.

"With the installation of the Solvo-Miser, we have cut our purchases of Perc in half; our extracting time down 3 minutes per load . . ."

WASHINGTON, D. C.

"We have cleaned as much as 10,000 lbs. of clothing with one barrel of Perchlorethylene using your Solvo-Miser".

MODEL A (20 lbs. D.W. Cap.)	\$1095.00
will pass thru 34" doorway	
MODEL B (30 lbs. D.W. Cap.)	\$1195.00
MODEL C (40 lbs. D.W. Cap.)	\$1295.00

HOYT MANUFACTURING CORPORATION
998 Jefferson Street
Fall River 1, Mass.

Please send me complete information on Hoyt Solvo-Misers, as well as reports from users and name of nearest distributor.

Name _____

Company _____

Address _____

City _____ State _____

MAXIMUM PRODUCTION WITH

For Laundryowners or Executives
facing these problems:

1. SHORTAGE of MANPOWER!
2. HIGH COST of LABOR!
3. PRICES TOO HIGH!
4. PROFITS TOO LOW!
5. WORK PILING UP!

THE
OUTSTANDING
LAUNDRY
PUBLICATION
OF THE
YEAR

in the annual

GUIDEBOOK OF THE LAUNDRY INDUSTRY



Combining:

1. EDITORIAL FEATURE SECTION:

Maximum production with minimum labor.

2. OPERATING GUIDE:

Charts, graphs and tabulated information covering all phases of laundry plant operation and production. Basic textbook information in a handy reference form, useful day-in day-out to all plant executives.

3. BUYERS' GUIDE:

CLASSIFIED DIRECTORY, listing in a single section all kinds of laundry equipment

and supplies and manufacturers of these products; arranged for easiest reference and quick and sure finding of buying information.

TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the laundry industry. MANUFACTURERS' DIRECTORY, providing an alphabetical list of manufacturers and their home office addresses.

LOCAL BUYERS' GUIDE, a geographical directory providing complete information

MINIMUM LABOR

HOW TO:

1. Produce More Tonnage with less labor.
2. Reduce Productive Labor Costs.

THROUGH:

- ★ Management Control and Records.
- ★ Modernization of Methods.
- ★ Mechanization.
- ★ Efficient Plant Layout.
- ★ Maintenance Engineering.
- ★ Personnel selection, training, incentives.

coming in **OCTOBER**

on addresses of manufacturers' branch offices, distributors and jobbers.

DETAILED BUYING INFORMATION supplied in display advertising of leading manufacturers and sales organizations; by informational ads throughout the Classified and Geographical Directory Sections.

4. AND A.I.L. CONVENTION GUIDE:

full details of program and exhibit plans for annual convention of American Institute of Laundering, to be held in Chicago, Illinois, October 19-21.

**STARCHROOM
LAUNDRY
JOURNAL**

40 East 45th Street 20 N. Wacker Drive
New York 17, New York Chicago 6, Ill.

GADGETS and GIMMICKS

Mobile Tool Cabinet



Two metal tool and parts cabinets mounted on ball-bearing casters save a lot of floor traffic at Kewpie Cleaners in Houston, Texas. When repair work has to be done a cabinet is simply pushed over to the job.

According to the plant manager, Jack Hodges, the cabinets have paid for themselves many times over.

Spraying Speeds Finishing



On cotton-rayon shirts and skirts and tropical worsted skirts (worn by WACs) Ellis Cleaners, Biloxi, Mississippi, has developed a plan which both speeds finishing and turns out a garment completely free from wrinkles.

All garments of this type are drycleaned and then hand-washed. After they leave the cleaning room, instead of going to the finishing line they are routed back to the checker. In her spare time she sprays each garment and rolls it. She then places the rolled garments on a press table for the finisher.

"In the first place," says the owner, Cereme Ellis, "this is a timesaver for us. Our finishers never have extra time but our checker can do this job and handle her other work as well.

"Secondly, we were having trouble with this type of material showing wrinkles after it had been finished and hung on the hanger. Spraying the garments first has completely done away with this difficulty."

Skirt Hangers for Trousers



EASE OF INSPECTING trousers on skirt hangers is demonstrated by one of Salthaney brothers who operate Uptown Cleaners at Grand Rapids

While most cleaners place trousers over hangers after finishing, a number of operators around the country feel that this method of hanging complicates the job of the inspector. Fewer spots would be overlooked, they maintain, if the pieces were easier to look over.

Like many plants, Uptown Cleaners and Hatters of Grand Rapids, Michigan, has adopted skirt hangers for moving trousers down the slickrack from the finishing operators to the inspectors. The pieces are clipped at the waistband with the legs hanging straight down.

Holding the trousers by the cuffs the inspector can see the entire front or back at one glance. There is no necessity for unfolding the piece on the hanger. Management at Uptown reports the skirt hangers, which were purchased at a nominal sum, simplify the task of the inspector without impairing the finishing.

FINISH Better...FINISH Faster...USE DRYCO EQUIPMENT



DrycoMatic
THUMB-OPERATED
STEAM-ELECTRIC IRON

Just Press Thumb Lightly
To Get INSTANT Steam



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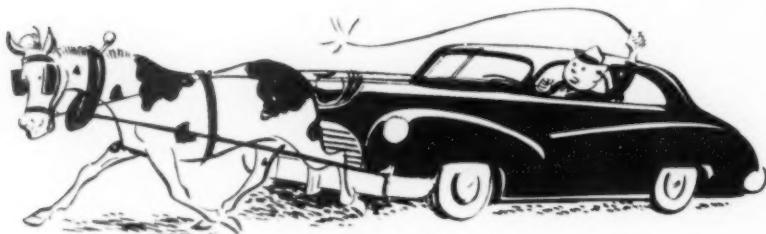
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BOARD...\$135.00



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"WE GUARANTEE THE WORLD'S FINEST QUALITY DRY CLEANING"

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Operating smoothly and efficiently at high speeds, the GROSS EXTRACTOR utilizes a minimum of power to recover the maximum amount of solvent and reduces tumbler drying time. Its all roller-bearing construction makes it vibrationless and lengthens its life by absence of strain and torque. Available in large capacity 33", 40", 48" and 60" baskets.

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Motor-Driven Sil-X Washer

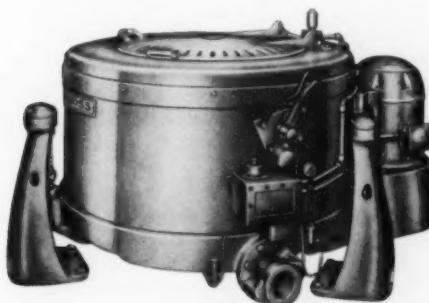
GROSS equipment gives you

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Because every piece of GROSS equipment is completely engineered—in function and form—to the highest degree of efficiency ...

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Write, wire or phone
our sales engineer will show
you how to TURN GROSS
INTO NET!

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Founded 1925

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Your phone technique can **DAZZLE** or **DANGLE** customers!



Few people dispute the power of the "voice that smiles" in building customer good-will. Speaking clearly, sounding helpful, getting and giving facts in a pleasant courteous manner . . . they're the things that help bring back customers time after time.

Added hints on phone technique and other helpful reminders are contained in the manual, "Customer Relations," the second of the Dow series on the synthetic cleaning plant. See your distributor for copies.

To get work out in a hurry, remember Dow-PER, Dow's stabilized perchloroethylene, with its short cleaning cycle. It will save you both time and money.

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EDITORIAL

NATIONAL CLEANER AND DYER

OPS Warns Violators

The price control situation, so far as the textile maintenance industries are concerned, is reaching a dangerous climax. We seem about to pass from a phase of bewilderment into a phase of bitterness, legal attack and counterattack, accusation and counteraccusation.

Few drycleaners seem to realize that it was the original intent of Mike DiSalle and his co-administrators of the OPS to make price controls workable with as little hardship as possible. It was also their very laudable intention to keep the OPS staff at a minimum. Up until now they have done so.

Many drycleaners and people in other industries, just because some OPS agent has not stepped in the door and pointed an accusing finger at them, have neglected to post and file prices. We can understand why. The OPS has certainly been dilatory in making clear what type of price schedule is acceptable. Its approach has been purely negative, in saying only what is not acceptable.

We are publishing in our "Signs of the Times" section on page 18 the letter sent by Director of Enforcement Edward P. Morgan to the chairman of the National Planning Committee for the Textile Maintenance Industries. There is every indication that the enforcement staff of the OPS will be increased to a point where it will not only become a greater tax burden, but will be able to follow up price violations (including failure to post prices) with greater speed.

We are as unhappy about a great many government regulations as our readers. But this is the time for the drycleaners to show good faith by filing and posting their prices to the best of their ability, and preparing to work out the minor differences later. This should not be too difficult, since the vast majority of cleaners genuinely want to do what's right and failure to comply is due only to bewilderment over the type of price list desired. By showing good intention, the industry as a whole will fare better than by giving the appearance of bucking the OPS.

Up to the present time, those cleaners who have suffered because they were caught with too low a price in the base period have fared quite well at the hands of the OPS in receiving permission to raise prices. The group of New York cleaners is a case in point (reported in our August issue). However, no cleaner can get relief until he *has* posted his prices and tried to live with them for a while.

The "and up" prices can be handled by setting intervals of 25 or 50 cents for garments requiring extra labor (for instance, from a dollar up to \$2.50). If the cleaner sets in his mind 50-cent intervals he could walk down his slickracks mentally putting the garments in one price classification or another, then examine each garment for the reasons why he put it in a particular classification. With this preparation, if he ever gets into a wrangle with the OPS over a price it would concern a very small segment of his price

structure, possibly just one type of garment, instead of a charge of defying all price control regulations.

Come on, fellows, let's get those prices posted so the OPS won't feel a need to build up its staff of investigators.

Same Language

We have a nice laundry. We chose it because the routeman showed up the day we moved in. The wife was not prepared to send laundry out, but Frank helped her count it and make up the list right then and there. In addition, he has done a number of small favors that help a traveling man, such as getting a bundle back a day early so we can have clean shirts for a trip.

Although the routeman has been eager to give us every service possible, the telephone girls at this particular laundry give the impression that customers are a plagued nuisance. If they are given a message for Frank, you can never be certain he'll get it. If you ask for information you can't be sure it's accurate, and the tone is quite irritating.

We aren't complaining. We like Frank and we like the laundry's work. We'll stick with them, unless something unforeseen comes up. But we can't help wondering how many cleaning plants and laundries in the country are wasting the thousands of dollars spent on advertising and sales promotion and route solicitations because the phone girl, if she does not insult the prospective customers, leaves them pretty cold and "sorry they called."

One of the reasons for this indifference in the handling of the phone is that it is an odd job, done by whoever happens to be handy. All too frequently it is turned over to the latest recruit in the office. That means it is given to the girl who knows the least about the routine, services offered and prices. If a company has no training program in any other part of the plant, it should be extra careful to thoroughly school anyone handling the phone in all of the information she will need and in "telephone manners."

Drycleaners cannot afford to have a bottleneck at the telephone. Sooner or later, for one reason or another, every customer is in touch with the plant by telephone. It's like a big hourglass with a mass of customers at one end, the mass of plant people at the other end, and this narrow opening through which contacts must pass. Let's widen that opening by widening the knowledge and ability of the phone girls through proper training programs.

Point of Emphasis

Quick gazette tells of a Southern cleaner who jumped sales 20 percent. He changed his advertising from "Suit cleaned, \$1—mothproofing free" to read "Suit mothproofed, \$1—cleaning free"? No change in price, just a change in emphasis!

BISHOP Cleaners WORK-SAVERS

Improve efficiency—speed production—reduce cleaning costs



**BISHOP
FILTER
POWDER
INJECTOR**
for cleaner
loads, cleared
faster, easier

Powder goes direct to filter,
away from garments. Saves
steps, hours of time. Easy
operation.
No. B67



BISHOP BAG-O-TEER

Combined bagger, desk
and overhead rack (for
3 sizes of bags) plus storage
for reserve bag supply. Fast,
efficient, easy bagging in one
square yard of space. Heavy
non-tilt base needs no floor
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**BISHOP
MOTO-RACK**

New, faster way to ROLL
bagged work to delivery
carries 50 assorted, bagged
garments, without crushing or
wrinkling. Saves labor. Very
maneuverable and compact.
B24-10



**BISHOP
PRESPOTTING
TUB**

Prespotting Tub: Perfect for
new Spray-Spotting technique.
Use also for fragiles and for
wetcleaning. Size 53" x 19" x
27" high. Has draw-off valve
and soap tray.
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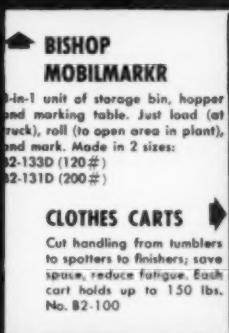
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2-in-1 unit of storage bin, hopper
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and mark. Made in 2 sizes:
B2-133D (120#)
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All-Monel 53" top has 16"
perforated tip. Adjustable
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Cut handling from tumblers
to spotters to finishers; save
space, reduce fatigue. Each
cart holds up to 150 lbs.
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**BISHOP
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Perforated metal top with coiled
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GALVANIZED TRUCK TUB
Roomy, fast, safe. Sparkproof
wheels. B229-G.

**Cuts sorting and assembling time in half!
Uses half the labor! Half the floor space!
Buy it for stores—branches—plants!**



Automatic Sorting for Every Cleaner, Regardless of Size

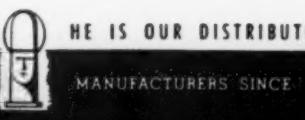
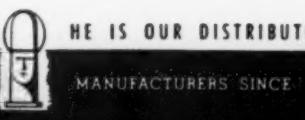
Bishop Reels automatically assemble your
finished garments... quickly, accurately.
Operator stands in one spot, spins reel to
slot number that matches last two digits of
invoice number, hangs garment. Reel saves
her 25 miles of walking daily. Adapts to
any size plant or store, any lot or sorting
system. pays back its cost the first month.
Order now! Prices and delivery subject to
conditions prevailing at time of shipment.



SPECIFICATIONS
Diameter... 4 ft. (loaded 6 ft.)
Floor Space (Required)... 6 x 6 ft.
Holds 300 dresses or 200 coats.
Shipping weight... 170 lbs.



Height adjustable from
62 to 80 inches.



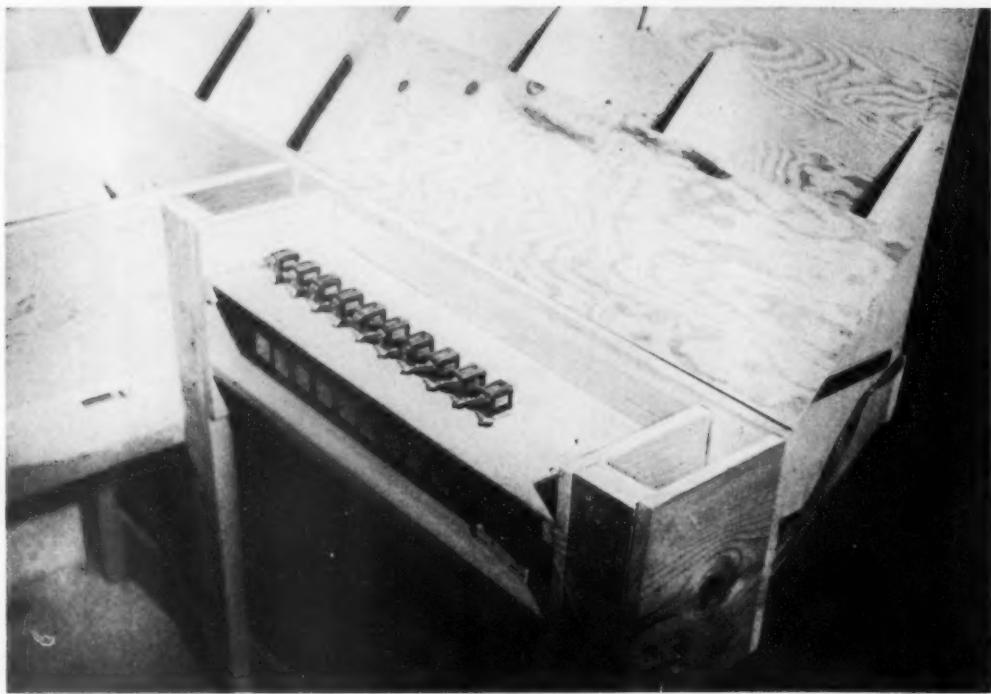
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Order Now FROM YOUR SUPPLIER HE IS OUR DISTRIBUTOR

G. H. BISHOP CO., CHICAGO



MANUFACTURERS SINCE 1893



COUNTER FOR EACH BIN or garment classification. Counters are usually covered by lid shown leaning against bins. After each lot lid is raised for readings.

Tallies Lots by Machine

Mechanical Counters Save Labor, Cut Costs,
Reduce Claims at California Cleaning Plant

by WILLIAM R. PALMER

AN EXCESSIVE AMOUNT OF TIME had to be spent checking wholesale lots both in and out! Gene Miller, plant superintendent of McCafferty Cleaners in Wasco, California, was reluctant to spend so much for a service that the customer doesn't appreciate as a major cost item. As a result, plantowner C. W. McCafferty and Mr. Miller devised the gadget pictured on the front cover of this magazine.

Wasco is a small town in the heart of a desert made fruitful with water from the mountains. McCafferty Cleaners is supplementing a good retail business with a sizable volume of finished wholesale work from press shops, stores and bobtails from the country hamlets as well as from Bakersfield 30 miles away.

There was the usual amount of "confusion" in handling the wholesale work—garments in the wrong account's lot, shortages and, in a couple of cases, suspicion that accounts were paying for less than was pro-

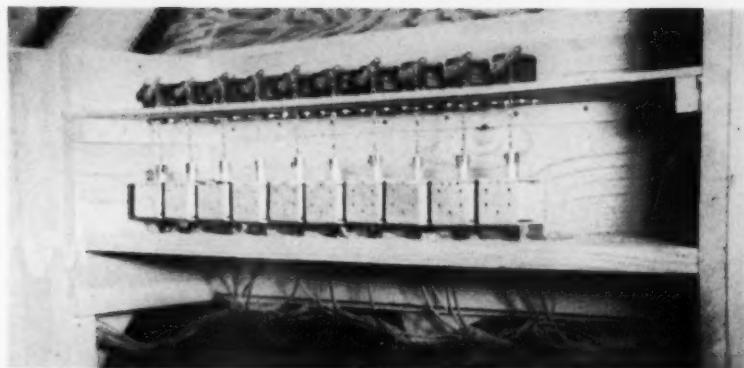
duced. The only solution was to tally the pieces in each account's order or lot as it came in, and again as it went out.

The double slip illustrated here was designed. A receiving clerk filled in the left-hand "pickup" list, the checker tallied the finished garments and filled out the right-hand "delivery" list.

Mr. Miller likes to give quick service, even to his wholesale accounts. The morning tally took too much time, or else too many employees had to be drawn off other tasks to help out. In the latter case it was hard to find suitable working area. And while the shortages and mixups were reduced somewhat, they still existed at an unsatisfactory level.

More Speed in Less Space

"The Thing" that solved the problem is a platform surrounded by small bins. Each bin has a trap door at



RELAYS WORK COUNTERS when the trap doors are opened. Each bin has its own mechanism.



COUNTERBALANCE at hinged end of trap door closes it after garment passes through. Bar on left is pushed up by moving door and bridges contacts (not shown), closing the circuit. Disc on strap iron at the right is rubber suction cup used as shock absorber for trap door opening against it.

the bottom. Below the bins are short sloping trays down which the garments slide until they pile up against the guard rails around the edges of the trays.

The complete lot of one account is dumped into a shallow box up on the platform. The receiving clerk breaks the bundles and tosses the pieces into the proper bins one by one. Each bin represents a different type of garment; i.e., pants, dress, sweater, etc. Some odd items, hard to count mechanically, are counted by the clerk and tossed under the bins on to the trays below.

As each piece drops through its proper bin, it pushes the trap door open. The movement of the trap door closes the circuit on a small electrical relay, which in turn trips a counter. There is a separate relay and counter for each bin. The light above each bin blinks as the door opens.

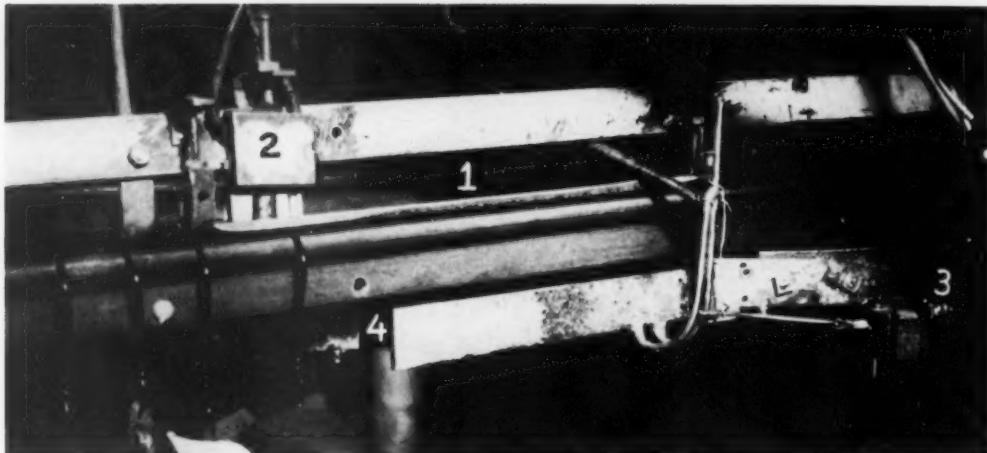
When the lot is completed, the clerk marks the tally for each class of garment on the left side of the

PHONE LIST used to check wholesale lots both in and out.

double list. As she reads off the total and marks it down, she clears each counter back to 0000. Thus the counters are ready for the next batch of garments.

The Thing is built entirely of two-by fours, one-inch boards and plywood. It occupies floor space about 8 by 10 feet in area. While it wasn't meant to be portable, it is light enough for a couple of men to push around very easily. The two-by-four framing extends under the trays so that the whole assembly moves as a unit.

Nowadays McCafferty's wholesale work is getting into the cleaning room for the early morning runs. There are no more piles of bundles in the receiving room to get mixed up or lost. Floor space has been released for other purposes. Labor costs have been cut appreciably. Finally, claims for losses have been cut to a minimum and debate over charges for work done has been eliminated. # #



HANGERS PASS UNDER metal strip (1), activate microswitch (2), sending impulse to solenoid (3), which opens gate (4) in silk rail underneath. Gate permits men's wools to pass through gravity rail on way to finishers. Open in photograph, gate will close automatically when last hanger has passed microswitch

Small Plant Solves Conveyor Crossover

Microswitch Automatically Opens Gate; Permits Crossing of Incoming Silk, Outgoing Wool Lines

by JOHN J. MARTIN

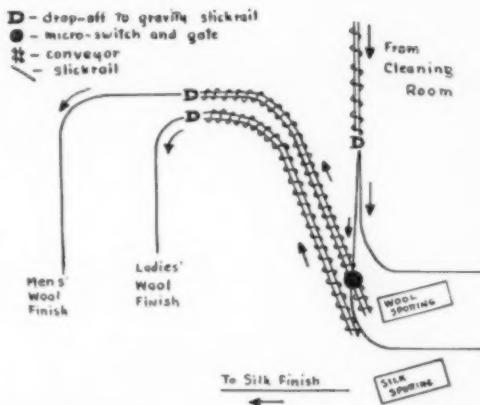
THE INSTALLATION OF CONVEYOR SYSTEMS gives many drycleaners pause because they feel that lack of space might bring up hard-to-handle crossover problems. "Small" plantowner C. W. Mowbray was stumped by this difficulty for a time, but got around it simply and inexpensively. He has gone on to almost completely conveyorize his Cambridge (Maryland) Cleaners. Now he's beginning to benefit from the many savings and production advantages in mechanical garment handling.

In setting up a wool and silk division, Mr. Mowbray hit his crossover bottleneck. There seemed at first to be no way to separate an incoming gravity slickrail for silks and an outgoing conveyor for men's wools. Height had to be maintained for gravity rail slope, and there had to be room enough for the conveyor.

Mr. Mowbray's answer was to rig up a microswitch, solenoid, plain rail switch and door hinge in a Rube Goldberg affair that is durable and efficient.

A section of the incoming slickrail was cut out and a piece of cast iron substituted. This flat length was made movable by attaching it to the rail with the door hinge.

The microswitch above the conveyor is activated when passing hangers put pressure on a metal strip, which closes the gap in the switch. This contact sends an electrical impulse through the solenoid, opening the rail switch near the door hinge. The "gate" in the silk rail opens and the men's wools pass through. After the last hanger has passed, the I-2000 of an inch



WORKFLOW is station-to-station, using conveyor and slickrails. Before each drop-off point conveyor rises to gain the height needed for gravity slope

microswitch gap opens, the impulse ceases and the gate, helped by a spring, closes.

The principle of the conveyor system designed at Cambridge Cleaners is adaptable to many small plants. Both slickrails and sections of conveyor line are used. The conveyor selected by Mr. Mowbray is in an open

HOW SANITONE DRY CLEANING CAME TO THE RESCUE OF FLOOD RAVAGED MINNESOTA TOWN !



Water laps over eaves of this home in Mankato. Scene is typical of havoc wrought by flood. Whole town under water. Thousands forced from homes. Loss and destruction follow in wake of swollen river. Worst calamity most of this community has ever seen!

A limited number of Sanitone Franchises are still available for the highest quality dry cleaners

Like Jim Drentell of Mankato, Dry Cleaners who are already Sanitone Licensees know that Sanitone is a versatile cleaning agent which provides better dry cleaning at lower cost, *under any circumstances*, in petroleum or "synthetic" plants. They also know Sanitone's complete engineering service covers every phase of their operations from production through sales, including cost analyses. All this is

aimed at higher profits for them.

In addition, a national advertising campaign plus free mats for local use, builds prestige for Sanitone licensees.

If you can meet the Sanitone standards of excellence, you owe it to yourself to investigate the advantages of Sanitone Service. It's the industry's only complete dry cleaning program designed to get and hold more business for you. Write today!

Clothing and Home Furnishings
Valued at Thousands of
Dollars Saved by
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Jim Drentell of Artistic Cleaners & Dyers, Mankato, Minnesota gives SANITONE Major Credit

Even before normalcy was restored in the community, Jim took time out to write Bill Boyd, Emery Industries—"I'm convinced that only with Sanitone could we have done such an excellent job on those water-soaked and mud-caked clothes and home furnishings that were the aftermath of the flood. We are getting praises from all sides for the wonderful job of reconditioning we are doing for our unfortunate neighbors and flood victims. Sanitone 'D' beat out all the caked-up mud, and the good old 1% solution did the rest. Thanks again for a good product, and rest assured that we will have nothing but praise to sing of Sanitone."

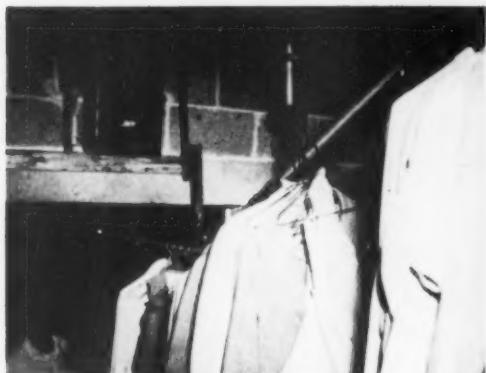


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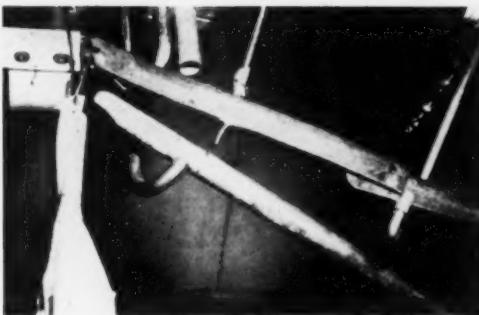


Another view of disaster in Mankato





CONVEYOR BRINGS GARMENTS from cleaning room (left) to gravity rail switching points. Note upward incline to gain height for slickrails



SWITCHING POINT from conveyor to slickrails. Lower rail is fixed-position line to wool spotter; upper rail hinged to intercept silks. String (center top) operated by tumbler man directs flow of garments. Weight (not seen in picture) added to rail helps drop silk line down to meet conveyor

circuit, requiring no space-consuming return lines. This means that one foot of space is used for each foot of conveyor desired, not two for one as demanded by closed-circuit, return-line systems.

One section of conveyor, powered by a $\frac{1}{2}$ horsepower electric motor, carries garments on hangers from cleaning room to spotters. The tumbler man loads the conveyor by groups of silks and woolens, thus controlling the flow to the proper spotting boards.

At the end of this section, there is a switching point where two gravity slickrails meet the conveyor. Here wools drop off sharply and slide to the wool spotter.

When a silk load approaches, the tumbler man uses a string-pull to lower the hinged last six inches of silk rail, intercepting the hangers as they fall from the conveyor.

For the next wool load, the tumbler man pulls the silk rail out of the way to permit wools to drop again to their rail.

When lowered into position, the hinged part of the silk rail touches the end of the conveyor. The slope is gentle and off to the right. The fixed-position wool rail is about three inches under the conveyor, garments dropping the distance and sliding straightaway.

After being spotted, woolen garments are routed to the finishing operations on one of two other sections of conveyor, also powered by small $\frac{1}{2}$ horsepower motors. Men's garments move on one conveyor, ladies' on the other. It was here, at the intersection of incoming to-be-spotted silks and outgoing spotted men's wools, that Mr. Mowbray called upon his microswitch device.

The distance from silk spotter to silk finishing is so short that a level section of slickrail suffices to carry these garments.

The type of conveyor used at Cambridge—open circuit, each section of conveyor being powered by an individual motor—has a practical maximum length of 150 feet. Supports are needed every five feet to hold 15 pounds per square foot. Lighter loads would require fewer supports at greater intervals; heavier loads the opposite.

Hung from the ceiling as simply as any slickrail, the conveyor presented no particular installation problems. Rises to gain height for gravity slickrails, curves and bends were easily made. Light and extremely flexible, the worm-type conveyor selected permits turns up to 90 degrees.

Including Mr. Mowbray's solution to the rail-crossing problem, supports and power units, the conveyor system cost less than \$8 per foot, installed and ready for use.

Productionwise, Cambridge Cleaners is on what Mr. Mowbray calls a "station-to-station" schedule. Garments move from cleaning room to spotters to finishers to baggers in recognizable steps. At a glance, it is possible to tell to what stage the work has progressed, just what operation might be falling down, and what is causing the failure.

Mr. Mowbray feels that conveyorizing Cambridge Cleaners has paid off in two important ways: (1) the elimination of costly and time-consuming employee carting and handling of garments, and (2) closer management control over production and scheduling. \approx



FLAT BAR on side of conveyor has handle (left) for raising and lowering. Spotted garments are hung here. When enough are gathered to start conveyor, bar is lowered so hangers make contact with thread and move away

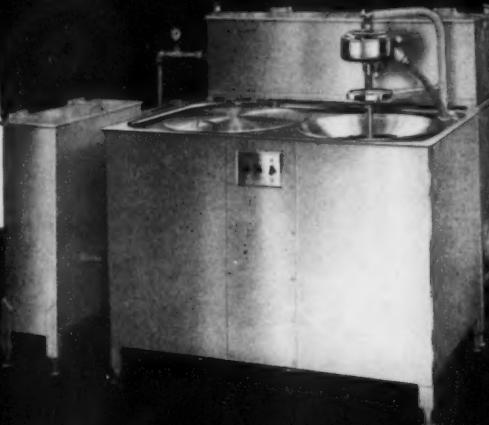
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ONLY \$1440

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TRIPLEX Model "H" Unit includes Continuous-Flow Washer, high-speed Extractor, Lint Trap, built-in Pressure Filter with pump, and Solvent Storage Tank.

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ONLY \$385

f.o.b. Cincinnati, O.



Quickly and thoroughly dries and deodorizes garments cleaned in Model "H" TRIPLEX Unit. Smartly styled steel cabinet with copper steam coils and motor driven fan, thermostatically controlled door lock and Automatic Steam Fire Extinguisher.

Designed to give you more solvent "mileage" for your money, it is Underwriter Approved for use with 140° Flash Petroleum Solvent.

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FIRM _____

ADDRESS _____

CITY AND STATE _____

NC09



A WIDER STORE is the illusion created by candy-striped partition



MODERN FRONT is smooth stucco, with modified canopy holding block letters silhouetted at night with lights behind them

Smart Drop Store at Low Cost

Attractive Partition Catches Customer's Eye and Keeps Decorating Within Budget

by WILLIAM R. PALMER

DROP STORES OR PICKUP STATIONS either look like a secondhand shoe from the Salvation Army or, too often, they are decked out in finery much too expensive for the amount of business they are bringing in. An excellent middle-of-the-road treatment has been given the branch store of the Service Dry Cleaners in San Jose, California. The plant is operated by Mr. and Mrs. Clayton Lewis (we detect Mrs. L.'s artistic touch in the branch store).

As may be seen from the pictures, the building is narrow and of frame construction. The wall inside is of tongue-and-groove siding set vertically, while the ceiling is of the same material running from front to back. Therefore, the lines on both wall and ceiling would tend to exaggerate the narrowness of the room. Something had to be done to counteract the effect.

Hence the broad stripes across the partition. In candy-colored red and white, this background draws and holds the eye as long as a person is in the store. Everything else about the store can then be quite simple and plain; in fact, must be to avoid a clashing effect. Even the garments displayed on the stands built at opposite ends of the partition must be in plain colors of a neutral shade.

The two picture frames on the partition are for posters or advertising material. These in turn are usually very quiet and dignified in character, with blacks and dark greens showing to best advantage.

At the time of our visit the frames had a different use—holding sets of caricatures like the group illustrated here. One of the boys in the plant, presser Hioki, quick-sketched a few caricatures at an employees' party. Not to slight anyone, he finally drew everybody from the boss down. After the caricatures were shown around the plant for some time, they finally were put up first in the plant store and then in the branch store.



CARICATURES of staff, by employee, cause much customer comment

The sketches created considerable interest even in people who knew none of the staff caricatured except the store girl. Many customers walk around the counter for a closer look. # #

The most economical

Only \$2.30 per gallon for a Paint-Oil-Grease Remover equal in safety and working properties to advertised spotting compounds selling at \$3.45 or more. Simply mix equal parts PYRATEX and solvent to make your own Paint-Oil-Grease Remover superior to most factory-mixed spotters, and more economical than all.

This may sound unreasonable until due consideration is given to our guarantee that PYRATEX contains no cleaning solvent, water or other substance which might be in any way construed as a diluent, thinner or filler. PYRATEX is 100% active ingredient. Every ounce of volatile component is highly active on Paint-Oil-Grease. Every ounce of oily component is of the type which is most efficient in suspending loosened pigments to prevent redeposition.

Unlike factory-mixed spotters PYRATEX is designed as a base for making Paint-Oil-Grease Remover in the buyer's plant. Our saving in cost of processing and distribution is passed on to the dry cleaner, who in turn enjoys a saving of 35 to 40% on his former cost of Paint-Oil-Grease Remover.

Order a case of 100% active PYRATEX from your favorite jobber @ \$4.60 per gallon. Mix as required with equal parts solvent. Then compare this \$2.30 product with any factory-mixed product selling at 50% more. Compare the speed of stain removal.

Compare the rinsing properties. Compare the safety to dye and fabric. You will then be among the thousands of PYRATEX enthusiasts.



BUY PYRATEX

by the case and save

When you order from your jobber in the original 4-gallon case, you take full advantage of the saving made possible by our mass production and distribution in this standard package. If you order less than a case you automatically increase your jobber's cost of handling, packaging, delivering and billing, at least a portion of which he must pass on to you. Save 35c on each gallon you use by ordering in the standard 4-gallon case.

R. R. STREET & CO., INC.

561 WEST MONROE ST. CHICAGO 6, ILLINOIS



For an uninflated investment of \$5.00, The Spotting Manual gives you a complete guide to safe removal of 179 different spots and stains, to spotting techniques and materials, to wetcleaning, bleaching, fabric identification. It gives practical directions that are easy to understand and to follow.

Use the coupon at right for your copy.

Whether the stock market goes up or down

THE SPOTTING MANUAL OF THE DRYCLEANING INDUSTRY

Revised Edition
by Allen O. Fligor and Paul C. Trimble

- Improvement of spotting techniques
- Training of inexperienced spotters
- Reduction of damage claims
- Customer satisfaction and goodwill

The NATIONAL CLEANER & DYER
304 EAST 45th STREET
NEW YORK 17, N. Y.

CHECK MONEY ORDER

Gentlemen:

Please send me my copy (postage paid) of The Spotting Manual of the Drycleaning Industry, Revised Edition.

Notes

FIRE

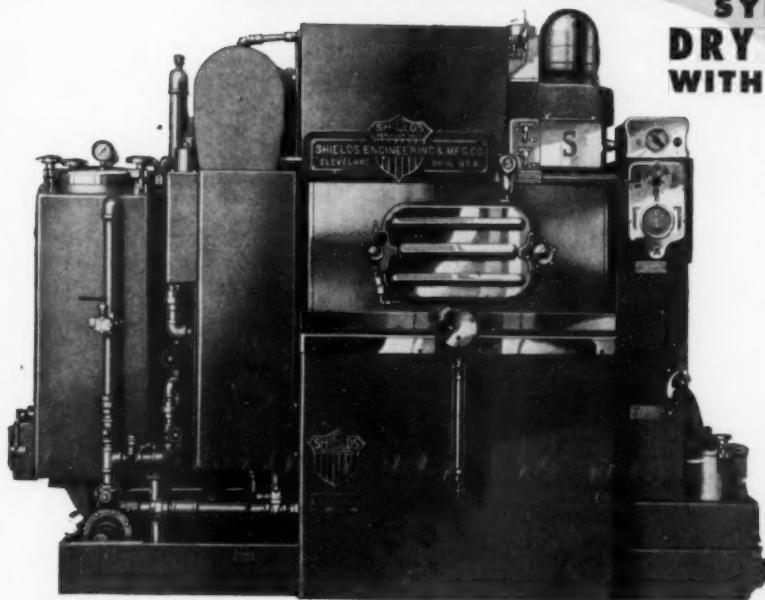
Address:

City _____ State _____

**POPULARLY RECOGNIZED
BY LEADING DRY CLEANERS**

SHIELDS

**SYNTHETIC
DRY CLEANER
WITH RECOVERY**



GREATEST ECONOMY—IN LARGE OR SMALL PLANTS

Easy Operation—Washes, Drains, Extracts, Recovers Solvent and Dries Garments in Continuous, Automatic Cycle—while operator does other useful work.

Remember, with SHIELDS R-51A AUTOMATIC CHAMPION PERCHLOR UNIT Garments Go in Dry and are Taken out Dry.

CHECK THESE IMPORTANT FEATURES

- ★ 50-pound load capacity.
- ★ 40-minute cycle.
- ★ Washer, cylinder, condenser of Monel metal with bronze fittings.
- ★ Vibration-proof construction.
- ★ 1800 GPH Continuous filtration.
- ★ 40-GPH Independent distillation.
- ★ Simplified, easy filter change—Muck taken out dry.
- ★ 2 1/2" dump valve.
- ★ Injector emulsifies soap and solvent.
- ★ Economical, foolproof and automatic operation.
- ★ Extra reserve tank for rinsing and balancing solvent in system.
- ★ All parts easily accessible without dismantling unit.
- ★ Rugged, compact unit operates quietly under critical load conditions.
- ★ A PRIZE PACKAGE delivered completely assembled—34" x 88" x 78" high—enters through 35" door opening.

**SEE OUR EXHIBIT AT BOOTH 113, AMERICAN INSTITUTE OF LAUNDERING CONVENTION,
STEVENS HOTEL, CHICAGO, ILL., OCTOBER 19-21**



Shields
ESTABLISHED 1915

**ENGINEERING AND
MANUFACTURING CO.**

273 EAST 156th ST. • CLEVELAND 10, OHIO



COOPERATIVE PROGRAM sponsored by Rhode Island association features Barbara Lowther in 15-minute human interest show, "A Visit With Barbara." Drycleaning commercials are institutional type

Association Sponsors TV Show

Cooperative Program Proves Effective, Low-Cost Advertising for Rhode Island Cleaners

by JOHN J. MARTIN

AT A TOTAL PROGRAM COST of \$265 weekly, the Rhode Island Association of Launderers and Cleaners has been able to reach an estimated television audience of 108,000 people. The program is televised over Providence station WJAR-TV every Monday night from 6:45 to 7:00 p.m. Cost for time is \$133, cost for interviewer and announcer is \$133, and cost per viewer—one-quarter of a cent!

The step into this new advertising medium was made a year ago by about a dozen interested members of the association. The program cost was apportioned according to the number of outlets, both route and store, maintained by the sponsoring cleaners and laundries.

The 15-minute program, billed "A Visit With Barbara," bases its entertainment appeal on human interest. Mistress of ceremonies Barbara Lowther planned the show, while Bob Rockwell of the T. Robley Louttit advertising agency built the words and continuity of the selling theme.

The program's commercials attempt to identify the Rhode Island Association seal with quality, service and, above all, responsibility. Although the names of the sponsoring members are shown on a revolving barrel in the background, individual firms are never mentioned. As the public relations value of the association seal is exploited, all member plants benefit.

Since television is a visual medium, props are used extensively. The props are clever, and the words that explain them are tied smoothly into the cleaning commercials.

For instance, in selling household services, the camera picks up the announcer sighting down an ordinary broom held to his shoulder like a gun. His opening

words are: "Hello, there. You just caught me testing my aim for the Battle of the Broom. I'm talking about Spring Cleaning . . . the Battle of the Broom."

The announcer proceeds to inform the seeing and listening audience that an association cleanser can take the hard work out of the annual spring slugging match with rugs, drapes, slipcovers and blankets. Like all association commercials, this one ends with the camera on the association seal as the announcer explains what that seal means in quality, service and responsibility.

Other props and commercials used have been a sack of dirt to show how much grime collects in a man's suit between cleanings; a telephone to suggest the nearness and convenience of association cleaners; a new Easter hat and a man's felt hat to prove that the old can look like new for the holiday season when brightened by an association cleaner, and a whiskbroom and bottle of fluid to illustrate the fallacy of trying to clean garments at home. In every case, some salient reason for using the services offered by a cleaner—an association cleaner—has been presented.

Television isn't all commercials. There has to be some reason for the audience to tune in, and the very good reason in this case is Miss Barbara Lowther. Television owners make "A Visit With Barbara" because Barbara visits with interesting people.

It's Barbara's job to find people with unusual occupations, hobbyists, oldsters who are successful at seventy, public officials and others who might fit into the pattern of the show. Miss Lowther has brought Rhode Island's Governor John O. Pastore to explain the meaning of United Nations Day, an inventor who makes fabric from peanut shells, a team of husband-sculptor

You too can be the
1 out of 3
with a
profitable, trouble-free
DYEING SERVICE

Just hand your dyework to TRU COLOR — as thousands of other quality-minded cleaners do. Then you too will be the 1 cleaner out of 3 with a dyeing service that matches the high quality of your cleaning... that suits your customers to a "T" while adding welcome dollars to the till. Famous TRU COLOR SERVICE costs no more, yet includes such exclusive features as E-Z PRESS conditioning to make finishing easier... TRU-TEX processing to restore fabric "body" and prevent shrinkage. Try it and see.

REMEMBER... TRU COLOR PROCESS DYEING
is nationally advertised to your customers
— it has to be good!



America's Great Mail-Order Dye House

8000 Cooper Avenue, Brooklyn 27, New York

MEMBER



It's easy to join the "1 out of 3" class
Just send the coupon today for

**TRU COLOR'S FREE
"PROFIT-MAKING KIT" —**

TRU COLOR DYE WORKS

Cooper Ave. and Dry Harbor Rd.
Brooklyn 27, New York

QUICK! Rush us FREE "Profit-Making Kit," containing everything we need to use TRU COLOR DYEING SERVICE

NAME _____

FIRM _____

ADDRESS _____

and wife-ceramic artist, Hollywood funnyman Billy De Wolfe, and even a woman who makes cosmetics from goat's milk—complete with the goat.

In addition to her extensive radio experience, Barbara has a special qualification for her job. The association, after hiring her for its show, sent her to the AIL laundry in Joliet to gain first-hand knowledge of the product she now sells. A similar trip to Silver Spring for an NICD visit is planned.

Results of radio and television advertising are difficult to measure directly and accurately. However, from a general survey asking people in Providence what cleaning and laundry firms they patronized, the Rhode Island Association has found that the plants which sponsored the telecast were mentioned most frequently.

Second were those members of the group that did not actively sponsor the show, and least noted were cleaners and laundries that do not belong to the association.

From any individual advertising budget \$265 a week would be a healthy bite. In sponsoring a television broadcast collectively the Rhode Island group has got around the high cost of advertising over this new and powerful medium.

It should also be pointed out that this program has been doing a successful public relations job—selling professional cleaning and laundering. Is it not logical to conclude that all individual plants will benefit if more cleaning comes out of the home? The Rhode Island Association of Launderers and Cleaners will swear by this formula. #

PICTURE	PROPS: Swatch of fabric, pair of scissors, weave mock-up	PICTURE	PROPS: Woolen dress
Pearson* at commercial table	PICTURE	PICTURE	SOUND
	SOUND	Lowther at commercial table	LOWTHER: You've heard me say before that the association seal of responsibility on your garment bags is your guarantee of satisfaction. (Indicates seal) Actually this is no high-sounding claim. It's a simple statement of fact. What does the association seal really stand for when it comes to satisfactory cleansing? It means simply that only the finest solvents . . . the most modern equipment have been used to banish soil from your cleansables. It means that proper finishing methods have restored the original fit and shape of your garments. And of this you can be sure . . . that a hundred cleansings by an association member are kinder to cloth fibers than the sharp cutting edges of unnoticed grit and grime that gather in them daily. So, when your clothes and household fabrics are cleansed again . . . be sure they return to you with this seal . . . the seal of responsibility.
Slide association seal	ED*: (Snipping slashes in fabric with scissors) If this material were part of one of your dresses . . . or a coat . . . or any other cleansable garment . . . you wouldn't think of treating it like this. Yet when those same clothes wait too long a time between cleansings, you might just as well be shortening their life this way. You see, deep-seated soil is always a threat to the weave of your garments. (Demonstrates dirt placement in mock-up) It settles between the threads . . . cuts through fibers by friction. For longer wear and better looks, be sure your wearing apparel and household fabrics get frequent . . . regular cleansing . . . by an association cleanser. His modern processes clean fabrics through and through . . . removing soil which no mere surface sponging ever touches. His finishing methods restore the original shape and fit of your wearables. Make sure your garment bags return to you with this association seal of responsibility . . . always your guarantee of satisfaction.	Camera on seal	
		Camera on Lowther	
		Hold up dress as reference	
		Camera on seal	

*Ed Pearson is program announcer

PICTURE	PROPS: Piece of fabric, association seal	PICTURE	PROPS: Whiskbroom and bottle of fluid
Pearson at commercial table	PICTURE	PICTURE	SOUND
Slide association seal	SOUND	ED: From week to week, I have reminded you that this association seal (Indicates) on your garment bags is your guarantee of satisfaction. Now, what backs up that guarantee? Simply the expert services of your association cleanser . . . services that are three ways better. First . . . the drycleaning process is thorough. Soil-removing solvents, proved harmless to fabrics . . . clean through and through . . . eliminating even the deepest-down dirt. Second . . . your association cleanser knows that no single spot remover is exactly right for every surface stain. He chooses the perfect remover for the given spot. Third . . . his finishing methods are designed to preserve the original shape and fit of your garments. For thorough cleansing . . . for painstaking spot removal . . . for careful finishing . . . count on the services of an association cleanser . . . services that are three ways better.	ED: (Holding and showing broom and bottle) A whiskbroom and a bottle of cleaning fluid are a handy kind of first aid. The whiskbroom will do away with lint that gathers on your clothes here and there. (Belittling tone) The bottle of cleaning fluid will remove some surface spots . . . but not all. The complete cure for soil and stains in your cleansable garments is a regular trip to a reliable association cleanser. (Puts down props) You see, there's just nothing on the market today that takes the place of an association cleanser's services. Deep-down grit and grime that wear delicate threads need more than a whiskbroom to dislodge them. They need thorough cleansing action by the finest solvents that modern science can produce. Nor is one remover right for every type of spot. Your association cleanser uses the right method . . . whatever the stain. And his painstaking finishing processes restore the original shape

CONCENTRATED BUCKEYE PRE-SPOTTER



100% soluble in Petroleum Solvent

PRE-SPOTTING AND HAND BRUSHING SOLUTION

To 1 pint of Concentrated Buckeye Pre-Spotter add 16 pints of solvent. Work on reverse side. Apply pre-spotting solution. Brush out soils with tamping action. Flush and brush out treated area with clear solvent on board or rinse by hand in washer. Run garments with regular load.

WET MIXTURE

To 2 pints of Concentrated Buckeye Pre-Spotter add 6 pints of solvent and 1 pint of water. Use straight or dilute with ten pints of solvent depending upon the degree of the soil.

DRY MIXTURE

To 2 pints of Concentrated Buckeye Pre-Spotter add 1 pint of Buckeye Klorlene, a spotting solution with chloroform action. This makes a clear solution with accelerated safe dry solvent action. Use this straight or dilute with 10 pints of solvent, all depending on degree of soil.

BUCKEYE PRE-SPOTTER

THE DAVIES-YOUNG SOAP COMPANY, Box 995, Dayton 1, Ohio

Manufacturers of Soaps & Specialties Since 1844.

NCD-952

Please send a generous free sample of Buckeye Pre-Spotter, prices and full instructions for its use.

NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

Slide seal

and fit of your garments. Make regular cleansing a must for your things. Send them to an association cleanser whose seal of responsibility is your guarantee of satisfaction.

Close on paper

(Shows cellophane sack of dirt) (Pours out dirt on paper square) And this dirt . . . most of it *hidden* . . . does little for your clothes. In the first place, your wearing apparel has a dingy off-color look. Secondly, it's harmful . . . makes fabrics wear out faster the longer it's left alone. Lengthen the life of your cleansables . . . keep them always bright and attractive by sending them more frequently to an association cleanser. Notice, I said . . . association cleanser . . . for his seal of responsibility on your garment bags assures your things have been cleansed through and through . . . painstakingly finished to preserve their original shape and fit. It is this seal that is always your guarantee of satisfaction.

PICTURE

Pearson at commercial table

PROPS: Easter hat, man's hat**PICTURE**

SOUND

ED: Here's a pretty example of what's going to be making its debut in a couple of weeks. (*Displays bonnet*) . . . a new Easter bonnet . . . with all the frills. And for *him*? This. (*Displays man's hat*) Not so new in style. Maybe not even new. Maybe the rest of *his* outfit or *her*'s won't be new, either. But they can *look* new for Easter. A trip to an association cleanser will put the brightness back into their colors. Notice I said . . . an association cleanser. Why? Because the cleansing methods he uses have proved kindest to fabrics. He cleans things through and through . . . removes the deepest-down dirt that means wear to your garments. He's extra careful with surface stains and spots. He presses and finishes suits and dresses better . . . assuring their original shape and fit. So join the Easter parade in clothes that look new . . . fresh from a trip to your favorite association cleanser . . . whose seal of responsibility is your guarantee of satisfaction.

Slide seal**Association seal slide****PICTURE**

Pearson at commercial table

Pan down to mock-up**PROPS: Woven rope mock-up****PICTURE**

SOUND

ED: Ordinary common sense tells us that one of the big threats to the life of a fabric is friction . . . the wearing of the threads against themselves. (*Maintaining ropes against each other*) Think how your fabrics wear out as dirt and grit accumulate. Embedded in the weave, dirt and grit make perfect abrasives, cutting the threads as efficiently as sandpaper. That's why regular cleansing is kinder to your garments and household fabrics . . . adds years of additional life and beauty, too. So for a real deep-down cleansing, be sure your cleansables are sent to an association cleanser. His scientific cleansing methods banish deep-seated soil utterly. His painstaking finishing methods call for friction-free pressing . . . processes that assure the original shape and fit of your garments. For really thorough cleansing . . . for reliable cleansing . . . send your things to an association cleanser, whose seal of responsibility on your garment bags is your guarantee of satisfaction.

Demonstrate search**Camera on seal****Close on Pearson****Seal slide****PICTURE**

Pearson at commercial table

PROPS: Sack of dirt and square of paper**PICTURE**

SOUND

ED: Whether you realize it or not, your clothes and household fabrics have a hobby. They are collectors . . . collectors of DIRT! Here, for example, is a collection made by one man's suit . . . an average suit . . . worn the average time between cleanings.

PICTURE
Pearson in commercial area

Association seal (studio or slide)

PROPS: Man's suit**PICTURE**

SOUND

LOWTHER: If you've ever been on scavenger hunts . . . which are always popular at Hallowe'en time . . . you know you're asked to collect all kinds of things from baby shoes to horseshoes. Well, association cleaners collect many odd things, too. In garments sent to them, they've found lipsticks, matches . . . jewelry . . . and not long ago one association cleaner found \$30. Needless to say, all these articles were returned to their owners. But to avoid inconvenience and uncertainty . . . it's a good idea for you to remove everything from pockets . . . Better still . . . turn pockets inside out before your garments go off to the cleaners. As for tobacco shreds . . . lint . . . powder . . . and grit particles that gather in pockets and cuffs . . . leave those to the skilled care of your association cleanser. His seal of responsibility . . . guarantees through and through cleansing . . . expert finishing . . . renewed freshness for all your cleansables.

PROPS: Coal in garment bag**PICTURE**

SOUND

ED: (*Profile left as it finishing to tie necktie in unseen mirror*) (Turn to camera) Oh, hello! You've just arrived in time to see me slip into a suit cleansed by an association cleanser. (*Holds up garment bag full of coats, tips open, takes out coat*) Some press on this lapel, huff! And look here . . . pockets really clean. You know, association cleaners really knock the spots off soiled suits and dresses. Their cleansing methods go really deep-down. That's what's really important for your garments . . . That deep-down cleansing . . . for deeply-seated soil shortens the life of fabrics . . . wears down the weave. Looks like new, doesn't it? Have an association driver call for your cleansables . . . regularly. (*Dons coat*) Remember, wearing apparel returned to you in the garment bag bearing the seal of responsibility . . . looks better . . . wears longer.

Lincoln holiday greeting garment bags build extra good will!

3 papers • 8 designs

All eye-catching Holiday designs are available in green and red on heavy-weight white, standard gray, or brown paper. Order now for extra customer satisfaction and good will at Holiday time. Send for complete details.



order now
for early
delivery!

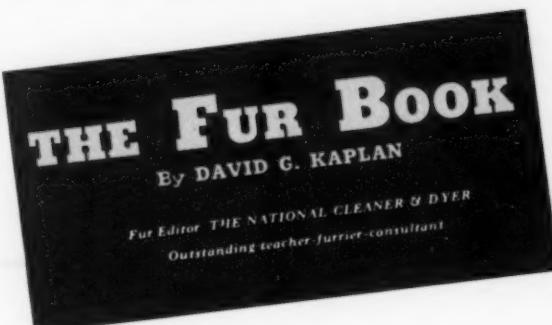
Lincoln Bag Company, Inc.

4200 WEST SCHUBERT AVENUE • CHICAGO 39, ILLINOIS

"Answers a very definite need!"

That's what an outstanding laundry operator says about

Wondering what THE FUR BOOK can do for you?



Here are some of the
answers from leaders in your own industry:

For information . . . for problems

The Fur Book we bought from you a short time ago has proved very satisfactory. It has been most helpful. We have been in the fur cleaning, storage, repairing and restyling business for a number of years, and we consider your book the most satisfactory for all information and problems.

R. B. Nichols
Danville Laundry & Dry Cleaning Co.
Danville, Kentucky

For reference . . . for teaching

We bought two copies of your "Fur Book" which is available as a reference book for those of our divisions which have fur cleaning and storage vaults. We find the book is very useful for teaching our superintendents and employees the different types of furs and how to handle them. I certainly think the book as a whole answers a very definite need.

Robert T. Baxter
Baxter Laundries Corporation
Grand Rapids, Michigan

Increase the profits from your present fur service . . . or get into this moneymaking sideline! It's a "natural" for the reputable drycleaner or laundryowner.

**Everything you need to know for this profitable
business you'll find in THE FUR BOOK**

The NATIONAL CLEANER & DYER
304 East 45th Street
New York, 17, N. Y.

Gentlemen: CHECK MONEY ORDER
Please send me my copy (postage paid) of THE FUR BOOK by David G. Kaplan.

Name _____
Firm _____
Address _____
City _____ State _____

Cleaning, glazing, dyeing . . . operation of fur machine . . . cutting, sewing, nailing . . . repairing, remodeling . . . how to make fur accessories and complete garments . . . common problems and how to solve them . . . how to build a fur business . . . how to estimate costs.

All in one complete, practical, clearly written and generously illustrated volume—for only \$7.50!



"USE NEW C-50 AND
SAVE TIME, EFFORT, MONEY
IN YOUR CLEANING ROOM"



PACKAGED IN GALLON JUGS . . . NO
DRUMS TO TAKE UP VALUABLE SPACE

SOLVES YOUR STORAGE PROBLEM



CONCENTRATED
DRY CLEANING SOAP
by **NU-PRO**

C-50 HAS THESE 7 DISTINCT SUPERIORITIES

1. C-50 is approximately 6 TIMES as strong as ordinary Dry Cleaning Soaps
2. C-50 will pick up 25 TIMES its own weight of water and still disperse in the solvent
3. C-50 can be used with Stoddard Solvent or 140F and chlorinated solvents
4. C-50 solves your storage problems
5. C-50 is non-inflammable
6. C-50 is more economical
7. C-50 is 40% less costly

SO EFFICIENT . . . SO ECONOMICAL TO USE!

NU-PRO MANUFACTURING CO.
2918 WASHINGTON AVENUE . . . ST. LOUIS 3, MO.

ORDER TODAY AND BILL
THROUGH YOUR NU-PRO JOBBER

25 YEARS AGO..

SEPT. 1926

SEATTLE CLEANERS SHAMMED WITH DAMAGE CLAIMS ON SHIRMPAGE OF FLAT CREEPS, GEORGETTES, CUD'L DOOM, ETC... SEATTLE ASSOCIATION NOW REFUSES RESPONSIBILITY ON SUCH GOOD



ALL 253 CLEANING ESTABLISHMENTS IN INDIANA REQUIRED TO IMMEDIATELY MEET STATE REQUIREMENTS AGAINST FIRE HAZARDS... FIRE MARSHALL CLOSES THREE



10 YEARS AGO..

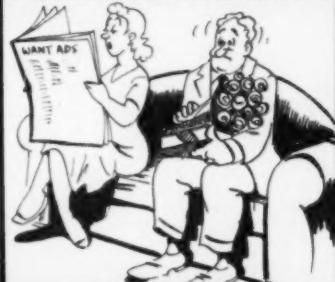
SEPT. 1941

FLUORESCENT LIGHTING SEEN AS GREATEST INDUSTRIAL DEVELOPMENT OF LAST 2 YEARS... NEW METHOD CLEANERS, IN DENVER, ONE OF FIRST TO USE IT THROUGHOUT ENTIRE CLEANING PLANT.

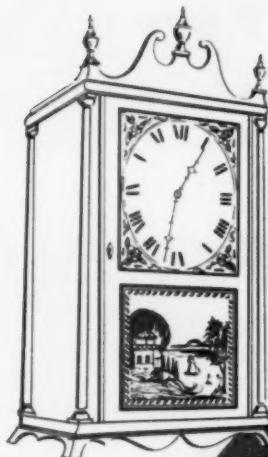


(CRYSTAL-BALL" ITEM)
TREND OF TIMES INDICATES MORE GOV'T. CONTROL OF ALL INDUSTRIES... AS MORE STATES ENACT MINIMUM-PRICE CONTROLS FOR CLEANING PLANTS... COURTS BUSY.

SURVEY SHOWS NEWSPAPER ADS WITH LOTS OF WHITE SPACE, HAVE DOUBLE THE VALUE OF THOSE SOLID WITH TYPE AND ILLUSTRATIONS. WOMEN MORE INTERESTED IN ADS THAN MEN..



TODAY! "THE LITTLE SHOP AROUND THE CORNER"



O.K. for Antiques

*but OVER-AGE pressing
costs you time and money!*

MODERNIZE
for SAVINGS with

FASTER, SMOOTHER
LOWER COST

Model "X" Pressing

Sentiment has its proper place. But cherishing "museum piece" pressing machines is robbing you of modern profits. Balky, slow operation endangers customer satisfaction — promotes high labor turnover. Then there are repeated bills for repairs and replacements, all adding up to higher costs for each garment pressed. Now's the time to retire out-of-date machines — modernize with today's improved Model "X" and get faster, finer production — lower costs to help you compete for added profits. Ask us for the facts.



Get the
good word
on trade-in
Allowances

Ask Your Hoffman Representative
TODAY!



U. S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.

Hoffman

Canny Showmanship Pays

Hospital Reports and Route Raids Combined With
Customer Controls Build Volume in Tourist City

by WILLIAM R. PALMER

THERE'S A WEE BIT O' SCOT in Kenneth Roberts of the Rapid City (South Dakota) Laun-Dry-Cleaners. In selling, particularly, he hates to miss a trick or waste a dollar. Therefore, while he spends plenty of dollars in his sales program, every dollar has a special purpose.

Although there is nothing exactly new, Mr. Roberts gives a new twist to practically everything he does. His "route raids," for example, are a combination of the Main Street parade and the area canvassing used by other progressive plants. This Rapid City plantowner wanted the benefits of both and combined the stunts, rather than interrupt his men's deliveries twice a day.

Promptly at noon all the city trucks of Rapid City Laun-Dry-Cleaners assemble and parade through the center of town. Rapid City, with approximately 18,000 population, is a typical Western town in that its shopping district is quite large in proportion to population, by Eastern standards. This parade has come to be so well accepted that people have commented on the rare occasions when it has had to be called off.

After the parade the entire group of trucks drives to some residential section of the city, where for 40 to 45 minutes the bevy of route salesmen give three or four blocks of homes a thorough canvassing.

This route raid is conducted on a different route each day. The driver in that area selects the blocks to be worked. Normally he singles out the section in which he has the poorest coverage. Sometimes it is a section between the plant and his best area, with the idea of building up volume where he can service it most easily. Sometimes, in an effort to spread the work through the week, it is a part of a route covered on Thursdays or Fridays when volume is lighter.

These daily parades and route raids have a number of very beneficial angles. The salesmen are really kept on their toes by knocking on doors when their colleagues are doing likewise. There's rivalry in picking up business on the other man's route. There's assurance that each route is being thoroughly canvassed—regularly. There's the boost to morale that comes from *doing* things together that is hard to get from sales meetings alone.

There's a good chance, too, of catching dissatisfied ex-customers before they're too long gone—the ones who quit without saying why. Finally, it's an incentive to the salesmen to keep the customer controls up to date.

Customer Control vs. Turnover

Route raids, like any sales promotion, are expensive and fruitless without two things to back them up. One is quality of product, which Rapid City Laun-Dry-Cleaners has. The other is an effective customer control system. That the company also has.

It is Mr. Roberts' contention that the mechanics of a control system are not particularly important, and that almost any system of cards on which information is collected will do. But, he says, the system *must be worked*. He expects his system to be kept, not up to date, but up to the hour. A high school girl receives the



SMALL PROMOTION DEVICES fit into Kenneth Roberts' program. He found popular: mirror with three-year-old bathing beauty; plastic shoulder forms; zipper lubricant; emery boards; combination comb-shoehorn

tickets the minute the driver comes in, and starts posting the control information to the customers' cards.

Rapid City, at the eastern edge of the Black Hills, has a great tourist trade. With a big airbase to the east of the city, there is a large floating population of military personnel and their families. To build any kind of cleaning and laundry volume a plant has to latch on to a lot of that "transient" or semitransient business.

Although many drycleaners in resort areas give up customer controls in disgust because of the trouble in checking a shifting population, Kenneth Roberts insists the answer is to give priority to such controls. Make them the primary duty of someone in the office, not to be done when caught up on other work, but to be done first.

As a result, Mr. Roberts knows by afternoon what the picture is that day in Rapid City. By night or early morning he knows what each routeman did both on the route and at the daily "route raid." He's in touch with trends almost as soon as they start, not only at the plant level with a daily check on poundage and piece counts, but at the customer level with reports on quits, claims, moves and newcomers.

Filing cards by street number, with a supplementary file by customers' names, has proven most successful in this customer control. It not only keeps the cards for each route together, but it keeps emphasis on main-

Work piling up...

Rush orders...



Portrait of a Spotter on a Spot

that's the time your
spotter will appreciate
the fast, dependable action
of Erusto Spotters.

He'll also like the fact that Erusto Oil, Paint and Grease Remover is odorless... will not give him "Spotter's Hangover."

Make your spotter's job more pleasant and productive by ordering a supply of the three Erusto Spotting Compounds from your nearest distributor. Pennsylvania Salt Manufacturing Company, *East*: 1000 Widener Building, Philadelphia 7, Pa. *West*: Woolsey Building, 2168 Shattuck Ave., Berkeley 4, Calif.

AN ERUSTO SPOTTING COMPOUND FOR EVERY NEED

ERUSTO® PRE-SPOTTER

For fast and thorough removal of stains which might be set by dry cleaning or tumbling, such as blood, marking ink, linseed oil and tar.

ERUSTO® OIL, PAINT & GREASE REMOVER

For use before or after dry cleaning, for the fast removal of stubborn stains caused by oil, paint, grease, waxes, glue, marking inks, varnish, shellac, lacquer, nail polish and lipstick. Use either wet or dry. Recommended for spray spotting.

ERUSTO® DRY SPOTTER

For the fast, thorough removal of stains discovered after or during finishing, such as oil, paint, grease, waxes, glue, marking inks, varnish, shellac, lacquer, nail polish and lipstick. This is a highly volatile spotter that leaves no rings and cannot stain the fabric.

Remember — STEAM SPOTTING

makes all spotters more active on colors. Therefore only dilute solutions of spotters should be used—and more precautions taken—when spotters are to be used with a steam gun.

**PENNSALT
CHEMICALS**

for Industry - Agriculture - Health - Home

MAIL
THIS COUPON FOR
VALUABLE FREE BOOKLET!

Laundry & Dry
Cleaning Department
Pennsylvania Salt Mfg. Co.
2099 Widener Bldg., Philadelphia 7, Pa.

Please send free copy of Service Bulletin
No. 18, "How to Use Spotters Efficiently."

Name _____ Title _____

Company _____

Address _____

City _____ State _____

2099

taining the tenants of a house as customers regardless of who they may be. Particularly, it aids in getting to the newcomer in a community. Mr. Roberts makes a great effort to catch a family just moving in and solicit its household furnishings before the house is "settled."

Two Unusual Radio Programs

One of the largest listening audiences in Rapid City is credited to the daily hospital reports sponsored by the Rapid City Laun-Dry-Cleaners. Lasting five minutes, the program names the persons admitted to or released from the city's hospital during the past 24 hours. It has the same high listenership as the daily weather report and the news.

The other radio program is cooperatively sponsored with five other business firms. Each week a woman or girl in the community is chosen as the "Lady of the Week" for some outstanding performance. This deed can be in social work, education, civic activity of any kind, or when possible some act of heroism. Since it need not have been performed exactly in the week preceding selection as the "Lady," double winners are avoided and prospects can be chosen who were previously passed over.

During the week before the broadcast the woman selected receives a "reward" or token of appreciation from each of the six business firms. The florist fills her house with flowers. The theater donates tickets for the whole family to the two shows per week. A restaurant treats the family to a fancy dinner with all the fixings. The taxi company provides transportation for the week. A large order of groceries comes from a supermarket. And Rapid City Laun-Dry-Cleaners does all her laundry and drycleaning for a week, including household items (which helps publicize the household service).

At the end of the week the radio station sends a representative to the home of the "Lady of the Week" with a recorder. They talk informally, mostly about the lady's interests or project or whatever caused her

to be selected. Into this conversation are woven questions and her reactions to the various gifts she received from the sponsors. Generally a woman's spontaneous comments are more genuine and flattering than the usual canned commercials. Certainly they fit more naturally into the conversation between the woman and the interviewer.

Back at the studio the conversation is edited down to a half hour, which is the length of the broadcast. No other commercials are used. Nor does much have to be actually left out of the conversation to keep it within the half hour, by the time the repeated sentences, the longer pauses and the "er's" and "uh's" have been weeded out.

Little Things Add Up, Too!

Those are the big items in Kenneth Roberts' sales program. But, as we said, he hates to miss a trick. A portion of his sales budget is deliberately set aside for little "gimmicks" that give the spice of variety. They also give a sense of being everywhere, too.

His use of souvenirs is an example. He likes to spread around town gadgets that have a useful purpose as well as the plant's name on them. He has shied away from calendars in recent years just because so many are distributed that it takes a really expensive one to make an impression. He feels that the same amount of money can be invested in items that will have less competition for attention.

Particularly successful has been a mirror distributed to all places where people gather, such as restaurants, cafes, movie houses, as well as business places like garages and gas stations. The mirrors prove durable, therefore the average investment in a mirror continues to pay off in promotion value for several years.

Mr. Roberts deliberately changes from one gimmick to another even while the first one still appears to be quite popular. Another durable item is the plastic shoulder form that can be attached to a standard wire hanger. With a pair of these on the hanger a customer's dress holds its shape at the shoulders much better. There was quite a run on these forms when he made them available.

Other items that have proven popular were a zipper lubricant fastened to a cardboard bearing instructions and advertising, emery boards for smoothing fingernails, and a combination comb and shoehorn.

All items but the mirror are used as door openers in the route raids. They are usually supplied to regular customers only by request.

Flag Day, June 14, provided the opportunity for another type of promotion. Rapid City Laun-Dry-Cleaners cooperated with the local Elks to clean free of charge the troop flags and emblems of the four dozen scout troops (boy, girl and cub) in the Rapid City area.

With his attention to "little things," Mr. Roberts is exploring a market that is wholly neglected in many cities. The tourist courts, in spite of their daily turnover, are a source of steady volume. At least that is true in Rapid City, possibly because it is a center for sportsmen who tend to stay longer than transient tourists or commercial travelers.

A number of the Rapid City motels cooperating with this plant charge for handling the work 10 percent above the regular price, which they retain. One motel owner says he handles three or four orders a day in laundry or drycleaning. He makes no profit on it, he feels, but is glad to be able to offer a "service that pays for itself."

A small thing that shows Kenneth Roberts and Rapid City Laun-Dry-Cleaners are really working all the angles in that Black Hills section. # #

Fourteen-Year-Old Capitalists

One of the national consumer magazines ran a little story about two boys who applied to the mayor of Rapid City for a building permit. They wanted to build a shoeshine stand on Main Street. Since they had no capital the mayor wasn't very receptive to the idea. The story got into the Rapid City paper and was picked up by the Associated Press, appearing as a filler in papers all over the country.

The kids hadn't heard about the publicity. They were surprised when people began asking them about it, and bowed over when Kenneth Roberts of Rapid City Laun-Dry-Cleaners offered them a corner in one of his two buildings. Mr. Roberts supplied them with paint and materials and the boys did all the work in fitting out a very nice little shoeshine parlor. They are doing a prosperous business after school and on Saturdays.

Naturally, there was free publicity for all! Local papers showed a picture of Mr. Roberts as the first customer in the shoeshine parlor. Then there were pictures of the young partners painting the place. Finally the paper told about the time the pair went to a carnival. Exhausting their cash assets in short order, they dashed back to the shoeshine parlor and polished shoes like mad for the next couple of hours. They returned to the carnival with seven dollars between them.

Which shows how casually people treat a good thing. Mr. Roberts says it's a chore to get at least one of the kids to stick around and keep the place open. They haven't heard about how Tom Sawyer got his fence whitewashed!



LIKE A SPONGE, DRISYN has an insatiable appetite—particularly for fatty acids and moisture. It searches out the fatty acids, absorbs them, and then carries them to the filter—*without causing pressure!*

And as for moisture, no matter how much there is in the garments or atmosphere, DRISYN will absorb it all . . . and hold it in suspension almost indefinitely!

DRISYN is the original *complete* concentrate. It's *all* pure detergent . . . contains no solvent—no inactive materials. DRISYN is the versatile *one* soap for all . . . cleans all classifications—all colors and fabrics.

DRISYN is economical—one 5 gallon pail makes 275 gallons of the finest soap you've ever used—at a cost as low as 25c a gallon!

Ask Your Jobber About DRISYN Today!

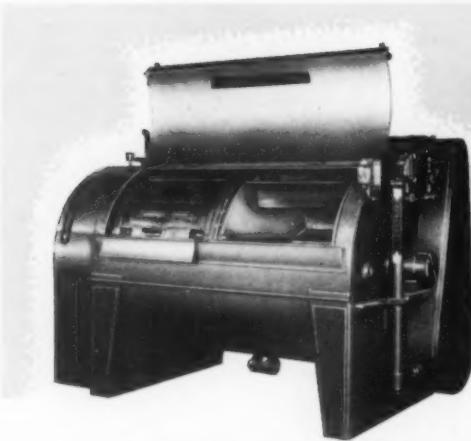
CHEMICAL SPECIALTIES DIVISION

E. F. DREW & CO., INC.

15 EAST 26th STREET, NEW YORK 10, N. Y.

**DREW
PRODUCTS**

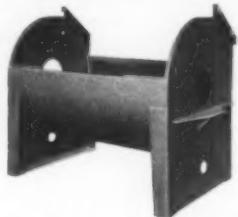
DREW DISTRIBUTOR FRANCHISES AVAILABLE TO RESPONSIBLE JOBBERS IN SOME TERRITORIES . . . INQUIRIES INVITED.



INVESTMENT-WISE
DRY CLEANERS
BUY
BUCKEYE

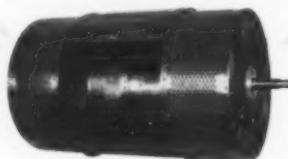
Now Built BETTER THAN EVER...For Finer Quality, Faster Cleaning

TUB HEADS FORMED BY END FRAMES
WELDED INTO RIGID, ONE-PIECE UNIT



Tub heads of the new streamline-designed BUCKEYE are formed by the sturdy, one-piece, steel end frames. Ends of bottom tub sheets are welded to the end frames, and the sheets are welded together along their entire length, forming a rigid, one-piece, leakproof unit.

ELECTRO-THERM WELDED, ALL-STEEL CYLINDER
WITH BUILT-IN "DOUBLE-ACTION CLEANSING"



Welded, all-steel cylinder has closely spaced, double-embossed perforations which allow thorough circulation and surge of solvent up through the load as the cylinder rotates. Closed-back, perforated ribs carry solvent upward and shower it down onto and through the load with each rotation of cylinder. This two-way surge and shower of solvent produces BUCKEYE'S famous "Double-Action Cleansing" which cleans more thoroughly in less time.

For years, dry cleaners who wanted a washer built to give long, dependable service . . . a washer that would turn out top quality cleaning load after load in the least time, have been enthusiastic BUCKEYE buyers and boosters.

Now, with BUCKEYE'S improved, advanced design, investment-wise dry cleaners are, more than ever, convinced that BUCKEYE is by far the best washer buy per dollar invested.

You really have to own a BUCKEYE to fully appreciate its superior performance . . . how beautifully and quickly it cleans the heaviest woolens or dainty dresses . . . its built-in stamina and day-after-day, low-cost operation. But, just check a few of BUCKEYE'S built-in, "better buy" features listed below, and you will see why BUCKEYE is the unanimous choice of dry cleaners who know and insist on the most value for their money.

MORE BUCKEYE "BETTER BUY" FEATURES

- Opposing cylinder doors with single-handle, wedge-type latches, and maple unloading shelves.
- Rugged, forged steel cylinder gudgeons operating in fully enclosed, outboard *roller bearings*.
- Visual Spotting Indicator for spotting cylinder without opening tub door.
- Hinged brass unloading apron and drain trough.
- Flange-sealed tub door with handy Bar Lock, and hinged Supply Trough.*
- Solvent Level Indicator*, and Overflow Piping.*
- Safety Relief Door and Static Grounding Device.
- Automatic Steam Fire Extinguisher and Tub Door Closing Device.*
- Direct or Belted Explosion-Proof Motor Drive; end or elevated header Belt Drive.
- 8 sizes: 30x40" to 42x84" (50 to 200 lbs. dry wt. capacity).

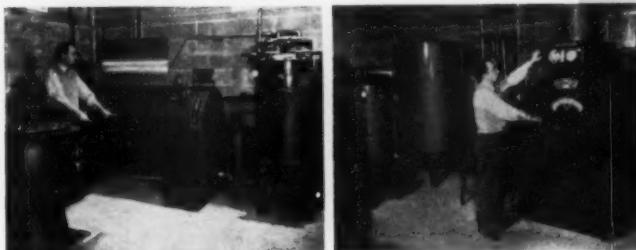
*Optional

...the washer that makes these units the best dollar-for-dollar values

● No matter what their local restrictions are for petroleum solvent cleaning, when *investment-wise* dry cleaners need a *complete, self-contained unit*, they choose ZURON or NOEX . . . with the better-built, faster cleaning BUCKEYE Washer.

ZURON UNIT with BUCKEYE for Stoddard Solvent

When White Star Cleaners, Detroit, Mich., put ZURON Unit (right) in new plant, Mr. Sherman, owner, wrote:—"I am very pleased with my new American ZURON Unit, and am giving better cleaning and faster service to customers . . . I am satisfied that I have the best machinery available."



Compactly engineered, self-contained ZURON Units include American BUCKEYE Washer, Solid Curb Extractor and ZONE-AIR Tumbler, complete with Filter, Still, underground or aboveground Solvent Storage Tanks, Extractor Drain Tank, Moisture Absorber, Vacuum Trap, pumps and all unit piping.

Wide range of sizes, with machines in balanced capacities for low-cost production of finest quality cleaning. One or two-washer units with individual, explosion-proof motor driven machines; or explosion-proof, belted-motor, group drive.



NOEX UNIT with BUCKEYE for 140° Flash Solvent

Underwriter-Approved NOEX Units contain complete cleaning room equipment engineered for balanced operation to produce *profitable*, customer-pleasing dry cleaning on a quick-service schedule.

In addition to BUCKEYE Washer, NOEX Units include American Solid Curb Extractor and NOEX Tumbler, with Filter, Still, aboveground or underground Solvent Storage Tanks, Extractor Drain Tank, Moisture Absorber, Vacuum Trap, pumps and all unit piping. Available in wide range of sizes with one or two washers, either individually motor driven machines, or belted-motor group drive.



After installing NOEX Unit (above) in completely remodeled plant, Mr. S. C. McClain, owner of Famous Cleaners & Dyers, Hollywood, Calif., wrote that, "Better cleaning, eliminating recleaning and cutting down steam cleaning, has increased production and saved approximately 22% in labor."

DRY CLEANING DIVISION
The
AMERICAN
LAUNDRY MACHINERY CO.
CINCINNATI 12, OHIO

For More Profitable Operation Through
AMERICAN'S Advanced Engineering
. . . WRITE TODAY for fully illus-
trated catalogs on the BUCKEYE Dry
Cleaning Washer, ZURON Stoddard
Solvent Units, or NOEX 140° Flash Sol-
vent Units. They're free for the asking.



HEAD TABLE at banquet, left to right, seated: T. E. Milholland, Audrey Morris, Edna Michelsen, Mrs. William R. Palmer, Mr. and Mrs. J. W. Stover. Standing: Mr. and Mrs. Norbert J. Berg, Jack Gallagher, William R. Palmer, Mrs. and Mr. Roland Ferguson, Mrs. and Mr. Robert McLean

Alumni Return for Back Home Day

NICD Graduates Discuss Methods, Trends;
Management Group Holds Breakfast Session

by JOHN J. MARTIN

THE ANNUAL MIGRATION of NICD alumni "Back Home" to Silver Spring, Maryland, took place the weekend of August 10, 11 and 12. Over 225 members of the Alumni Society, guests and allied tradesmen attended the meetings and entertainment held at the Institute and at the Shoreham Hotel in Washington.

Beer and pretzels were the focus of activity on Friday evening as Back Home Day began with an informal "meet 'em and greet 'em" party. Business sessions got under way the next morning.

Management-course gradu-

ates convened for a combination breakfast and session on management problems at 8:30 Saturday morning. So interested were the 31 men and lone woman that the group didn't adjourn until shortly before noon.

Five members of the group spoke on management techniques in their plants. Frances Dillon, Dillon's Bonded Cleaners, Lowell, Mass., presented "Advertising To Build." The attention of the group was held by "Sales Promotion," by John Boyajian, Kay's Cleaners, Brockton, Mass. "Results of Methods Changes" were described by

Harry Shalett, Shalett Cleaning & Dyeing Co., New London, Conn. Dick Curtis, Curtis Laundry and Cleaners, Grand Rapids, Mich., discussed incentives in his talk, "Quality and Production vs. Payroll." The last speaker was Jack Sylvester, Monessen (Pa.) Laundry & Cleaning Co., who showed and explained layout changes made in conjunction with wage incentives in his plant.

At the close of the meeting the group unanimously voted to make the management breakfast a part of next year's Back Home Day.

All graduates assembled at

the Institute on Saturday afternoon to hear a series of "quickie" talks on pertinent problems.

Jack Ireland, NICD instructor, led off with "Training Spotters." He listed five essential steps in the training of good spotters: (1) preparation (a briefing on the relation of the spotter to the other departments, especially finishing); (2) explanation (the spotter's duties—to remove spots and stains and to keep work flowing through the plant); (3) demonstration (fiber identification, association of fiber with fabric, spotting precautions, the tools and how to use



MANAGEMENT GRADS met for breakfast, three-hour conference on management problems

"another TINEA PELLIONELLA bit the dust!"



Nope, it's not a rampaging redskin tribe—just dictionary talk for plain old pesky moth. But no marauding Indians ever did the damage those "Tinea pellionella" do either—destruction in millions of dollars annually. There's an answer though—MONITE—the guaranteed insured mothproofing that thousands of smart cleaners use as an extra added customer attraction.

No extra labor or equipment required—applied in the wheel—costs only 1 1/2 cents per average 3 lb. garment.



Adco, Inc.

Manufacturing Chemists Since 1908
Sedalia, Missouri, U. S. A.



them; (4) application (doing, under supervision); (5) examination (oral quizzes to determine the progress of the trainee.) Mr. Ireland observed that the key point in spotter training is fiber and fabric identification.

The technical and public relations phases of "Handling Military Garments" were discussed by John R. Howard, Modern Cleaners, Fort Bragg, N. C. Mr. Howard said that the lower price scale for this work is usually compensated for in faster, easier production because of standard high-quality fabrics and colors.

Charles H. Weaver, Institute instructor, followed with a discussion of "Head Steam vs. Buck Steam." It was Mr. Weaver's opinion that both types of steam have a place in finishing, the choice depending upon purpose and the garment on the press.

That the reputation of wool rugs has pushed the value of many synthetic rugs into the background was the conclusion of Col. James W. Rice, speaking on "Synthetic Rugs." Col. Rice, of NICD's rug research department, predicted that drycleaners will be seeing more rugs constructed of synthetic material when the public is educated concerning their feel, durability and beauty, and when wool shortages are more acute.

W. C. Hardin illustrated his talk on "Color Change" with examples of discolored garments and fabrics. He explained, with characteristic dry humor, the causes and remedies as found by the NICD's textile analysis department.

"A Little Consumer Education" by Dr. Dorothy S. Lyle

followed. Dr. Lyle stated that cleaners have not been using consumer education leaflets prepared by the Institute to full advantage. She presented effective counter and store display racks that can be constructed by the drycleaner from dime-store material for proper display of the leaflets.

Closing the afternoon session, Dr. James F. Alexander of the NICD research department told "How To Choose Your Water Repellent." To be considered, according to Dr. Alexander, are the type of plant, volume, repellency, flash point of the repellent, temperature of application, dissolving temperature and cost. He pointed out that the water repellent chosen can be no better than the care of application. He also urged drycleaners to test their repellents by sending samples to the Institute for analysis.

Alumni President William R. Palmer opened the Sunday session with "Trends in the Industry." He warned that the drycleaning industry may find the customer its greatest competitor. The laundry industry suffers from this malady, and he maintained that the drycleaner could very easily face an influx of small unit "drycleanerettes."

Mr. Palmer went on to state that the "extra values" of professional cleaning have not been sold. The housewife, he said, must be convinced by value comparison that home cleaning is more expensive than the services offered by the drycleaner.

Robert E. Cowie of the management and engineering staff discussed "Management Problems," and pointed out that

these problems have changed as the way of life in the United States has changed since 1930. He said that the nation has become a people of city dwellers, with paychecks their only security.

Mr. Cowie listed ten problems of management that must be faced today. They were social security, unemployment compensation, minimum wage laws, building laws, workmen's compensation, minimum and maximum hours, other benefits, unions, efficient operation under the sum total of these, and government controls at this time.

In closing, Mr. Cowie urged management to "get your head out of the hamper." He forcefully pointed out that there is no such thing as a working supervisor; the management problems of today take all the time that can be devoted to their solution.

George P. Fulton, head of the research department, followed with a talk on "Tannin Stains," a progress report on NICD researches in this field.

T. E. "Tex" Milholland of Dallas, president of the NICD, closed the morning session. After jesting through a satirical speech on politics, Mr. Milholland told the alumni that they must, for the good of the industry, take up positions of leadership and assume the corresponding responsibility.

After the luncheon recess, Hal LeRoy of the Institute field service delivered a slide-illustrated talk on "Layout Problems." Stating that in general most plants have good interdepartmental layouts, Mr. LeRoy concerned himself with improvements in the units them-

selves. He showed and explained improved layouts in silk, coat and trouser finishing units.

The Alumni Society saved the Institute's managing executive, Norbert J. Berg, for its Back Home Day clincher. His informative talk, "The Defense Picture," brought members up to date on the latest regulations on prices, wages and materials.

Mr. Berg observed that the extreme shortages predicted earlier have not materialized, but also that "when the government takes as much out of the economy as it plans to do, some shortages must appear." He also pointed out that controls have a way of hanging on, and that the drycleaner must face the prospect of operating under them for four or five years.

The speech by Mr. Berg was followed by a short business meeting.

Long remembered highlights of Back Home Day, 1951, will be the banquet, entertainment and dance on Saturday night; "Tex" Milholland giving "Tex" Palmer a certificate entitling the latter to all the rights of a "Temporary Texan"; the general excellence of the speakers and the interest of their subject matter; the enthusiasm of the attending alumni.

Re-elected to serve as president and vice president were Bill and Bill. That is, William R. Palmer remains as president of the NICD Alumni Society, while J. William Stover stays in the veep's slot for another year. Miss Edna M. Michelsen of the NICD staff continues as permanent secretary-treasurer of the group. # #

easy on the size!

A size 12 dress stays a size 12
 dress down to the last inch of its
 new length skirt... when it's cleaned
 with safe 400! 400 is dry... you don't
 pay for moisture. The most delicate
 of fabrics... rayons, sheer wools...
 are brought to sparkling cleanliness
 without the slightest trace of
 shrinkage due to moisture.

- 1 400's patented 'Food for Fabrics' ingredient restores vital natural oils to every type of fabric.
- 2 400's maximum efficiency means minimum labor costs... less spotting, wet cleaning.
- 3 400's wide 'margin for error' lets inexperienced help do expert cleaning.
- 4 400's positive moisture control insures perfect cleaning... any climate, any time.



Adco, INC., SEBASTIA, MISSOURI, U. S. A.
Manufacturing Chemists Since 1908



MAN-AND-WIFE TEAM, Mr. and Mrs. Bud Gregory, were able to operate the original self-service laundry themselves

Launderette Adds Drycleaning

Customer Demand Leads to Step-by-Step Expansion Into Complete-Service Plant

ALL SERVICES IN ONE PLACE seems to be what the customers want, if you can judge by the experience of Bud Gregory in Kingsville, Texas. Starting with a man-and-wife team running a self-service laundry, he has been led step by step into operating a combined launderette, drycleaning plant and finished laundry with a staff of seven to nine people.

At the end of 1948 Mr. Gregory rented a 25-by-100-foot building in the downtown section and put in a self-service laundry, equipped with 21 home-type washers, one drier, one extractor, one water softener and three water heaters. A counter, chairs and a davenport, and supplies ran the cost to \$10,055.40 on opening day.

The operation, first called the Launderette Laundry, was handled by Mr. Gregory and his wife. Costs for supplies—soap, bleach and bags—ran around \$85 per month. Advertising the first year came to \$501.50, mostly spent on opening promotion. Upkeep, including replacement parts, averaged \$25 per month the first year. After the second month, except for one low month of bad weather, volume averaged \$250 per week.

Because customers requested a drycleaning and finished-laundry service, at the end of the year Bud took on an agency, wholesaling the work through a local plant. With very little promotion except personal solicitation of launderette customers, this agency volume was running to \$200 per week the second month.

At this point Mr. Gregory decided it was time to put in some equipment and handle all the work himself. The shirt finishing unit and two wearing apparel presses were the first additions.

Charges are 15 cents to starch and finish a shirt and 25 cents for work pants when the customer does the washing. If the firm does the washing (in one of the home-type washers) as well as starching and finishing, the charges are 20 cents for shirts, 35 cents for pants.

For comparison, prices for self-service laundry are: 25 cents per machine up to a 9 lb. load (if 12 lbs., 50 cents for two machines)

5 cents extra per machine if soap is furnished

5 cents extra per machine if bleach is furnished

5 cents extra per machine if customer is not there to fill machine and remove load
25 cents per 9 lbs. to dry the washed load

When two girls had all the finished work they could handle, the next step was the drycleaning plant, put in during February 1950. Together, the drycleaning equipment and shirt and wearing apparel units cost \$12,955 installed, bringing the total investment up to \$23,000.

With the expansion of services, the name was changed to Launderette Laundry and Cleaners. All business is cash-and-carry, coming through the one store. An adjoining lot was rented and converted into parking space.

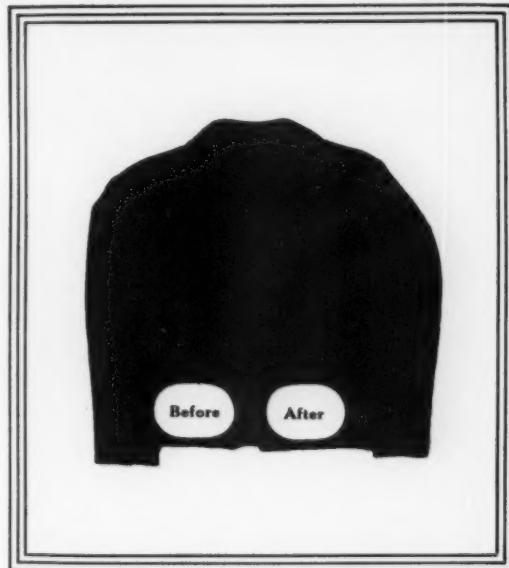
Mr. Gregory feels the expansion of his business was a wise move, although he admits some pretty big headaches. The wisdom of the move may be judged by the volume results. One year after the cleaning plant was added, the launderette was earning \$250 per week, the drycleaning plant \$150, and finished laundry \$170.

As to how the services complement each other, approximately half of the drycleaning work and all of the finished laundry volume comes from launderette customers. # #



DRYCLEANING PLANT was final step in gradual expansion

LEATHER RESTORED AND ENRICHED BY *Colorflex*



Superior results are obtained with the use of Colorflex in restoring grain leather garments to their original state of usefulness and appearance. This is because Colorflex is a type of leather finish used by leather goods manufacturers.

Colorflex, if correctly applied, recaptures the finish that was the pride of the tanner and dyer of the leather from which the garment was originally made.

Grain leather garments properly refinished with Colorflex will not crack or peel under any climatic condition. They retain all the

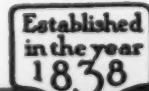
flexibility and feel of virgin leather, will not rub or crack, remain fast to light and may be dry cleaned without loss of color any more than newly purchased garments.

Colorflex is available in twelve colors, including black and white. They are mixed with water and applied with a sponge, brush or compressed air gun.

Colorflex Top Finishes are extremely flexible lacquers in gloss and dull tones, applied with air gun as a sealing coat and imparting water repellent qualities to the finished leather.

Write for special bulletin on
**CLEANING AND FINISHING
OF LEATHER**

DISTRIBUTORS EVERYWHERE



EATON CHEMICAL AND DYESTUFF COMPANY

Plant: Brooklyn, New York

DIAMOND ran this advertisement in national magazines because shortages occur in many products. As the oldest supplier to the Dry Cleaning industry, we find it especially embarrassing that we cannot always furnish carbon tetr or perchlor to our customers. Obviously, we will do the best we can under difficult national conditions.



SHORTAGE!

Growth causes shortage. The nation is growing out of its industrial breeches. Look at just this one limb of our industrial body: a quarter pound of soda ash is consumed in the manufacture of each pound of aluminum; more than a pound and a half for each pound of sodium bichromate, used in tanning and making chromic acid. When our nation calls suddenly for more aluminum, more leather and more chromium, it calls three times for more soda ash. New soda ash facilities for **DIAMOND ALKALI**, take as long to construct as any other large plant—hence the lag between demand and supply.

So much is said about war as the cause of shortage that an encouraging aspect is underplayed. Much of our present growth is permanent, to maintain abundance for our growing population. After every period of forced military growth, our civilian nation fills its new shoes with a higher standard of living. And, we become more capable of removing the causes of war—more capable of raising living standards among neighboring countries.



Chemicals you live by... **DIAMOND ALKALI COMPANY** CLEVELAND, OHIO

SODA ASH • CAUSTIC SODA • CHLORINE & DERIVATIVES • BICARBONATE OF SODA • SILICATES • CALCIUM COMPOUNDS • CHROME COMPOUNDS • ALKALI SPECIALTIES



it tells and sells...

YOUR
NAME GOES
HERE

Impress your name on important people—your customers—
with a strong advertising message that tells them what you have to offer.

Constant repetition of your name

printed on dependable service garment bags builds business.

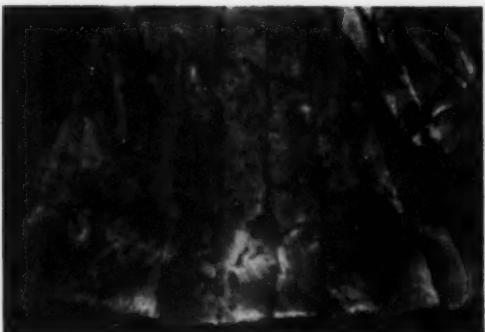


INTERNATIONAL PAPER COMPANY

Southern Kraft Division U.S.A.



1. BACK VIEW of three-line natural kidskin fur coat



2. SAME COAT with three inches folded under to show effect of shortening garment this way

Changing Length of Patterned Furs

by DAVID G. KAPLAN

A REAL "BOOBY TRAP" of the fur business is the natural squirrel, muskrat or kidskin coat which your customer wants "just shortened (or lengthened) two or three inches, that's all." The fur handler with limited fur experience may unthinkingly class the job with such furs as Persian lamb and accept it at what seems to be a fair price, only to find out later that he has saddled himself with quite an operation, if it is to be done carefully and correctly.

Whether shortening or lengthening is wanted you are up against the same problem with this type of bold-patterned fur: how to make the alteration without disturbing the symmetrical layout of the garment. Take a 40-inch length, four-line natural squirrel garment which looks about like Fig. 1 on the leather side. Whether the sweep line is to go up or down the result will be the same, a truncated section at the bottom of the coat giv-

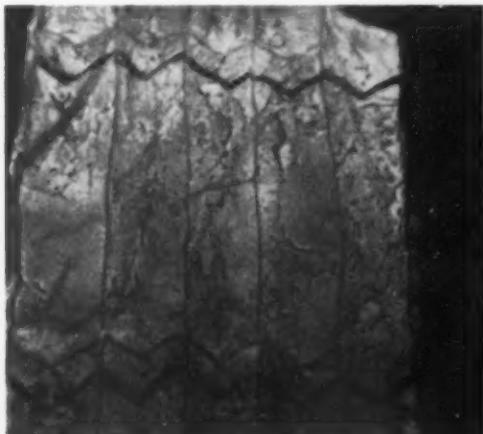
ing a most undesirable cut-off effect (see photographs 1 and 2).

Frankly, most furriers in this spot will be inclined to discourage the alteration by pointing out that the addition or loss must be made by adding or subtracting a complete row of skins. For effect, he is very likely to fold the job over in front of the customer, as in our first two photos, just to show her what to expect.

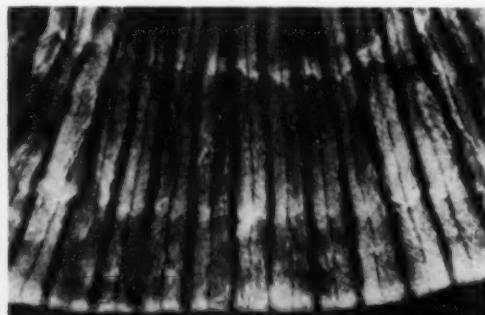
If she is willing to accept the effect, fine. It is a simple, low-cost job to shorten the coat and not too expensive a job to add another row or part as needed, so long as matching fur is available.

What if she still insists and is willing to pay well? It doesn't happen often with these popular-priced furs, but there is a way of adjusting the length of these garments without upsetting the layout proportion. In brief, the method consists of opening the cross seams so that all rows are separated from each other across the garment and shortening each row by its proportion of the difference wanted.

For example, the 40-inch, four-line squirrel garment could be made 36 inches long by separating the rows



3. MUSKRAT SLEEVE, leather side. Black lines show shortening system



4. SOMEWHAT LESSESED cut-off effect on striped dyed muskrat rank body. Stripes help minimize joining seam

FROM THE **MERSON** LABORATORIES—

**2 SENSATIONAL PRODUCTS TO GIVE YOU
BETTER DRY CLEANING**



SO-KLEEN penetrant comes to you complete—ready to use!

The difference is in the performance! Its deeper penetration thoroughly removes spots, grease and grime. SO-KLEEN is not removed by filtration, but stays in the solvent, load after load, doing a thorough cleaning job every time. Garments look brighter, cleaner . . . like new! And you do less spotting.

SO-KLEEN is a blend of detergent bases plus other cleansing and spotting ingredients, prepared by the Merson factory under strict laboratory control. That's why SO-KLEEN is always uniform, always dependable.

The finest and most discriminating dry cleaners now use SO-KLEEN. To join these firms in safe, sure, economical cleaning, order SO-KLEEN from your jobber or write to us.

For equally fine cleaning in synthetic units, use SO-KLEEN "SY."

MERSON PRODUCTS COMPANY, 63 Essex Street, Jersey City 2, New Jersey

Your best work . . . and your biggest saving . . . begins when you ask your jobber for Merson products

A *Merson*

PRODUCT



New ALKASOL COMBINATION

—the newest formula in concentrates

It's easy to mix the ALKASOL COMBINATION yourself! Save on every gallon! It dry cleans—and removes wet soluble soils at the same time in the washer.

Most concentrated dry cleaning formula on the market.

ALKASOL COMPOUND

Adds more cleaning action, penetration, moisture action.

These two good mixers work together and . . . you get the first complete self-mixed soap detergent.

Here is the complete, chemically-balanced solution that works effectively on both dry-soluble and wet-soluble soils while the garment is in the bath . . . has no fatty acid . . . works smoothly with no filter pressure . . . takes out most spots right in the washer! Your jobber has ALKASOL CONCENTRATE and ALKASOL COMPOUND. Order today!

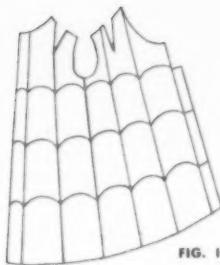


FIG. I

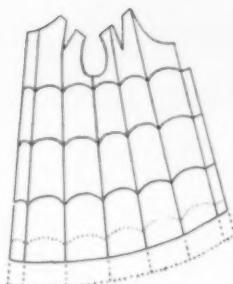


Fig. I (above). Left: SIMPLIFIED DIAGRAM of half of squirrel-type body, 40 inches wide. Right: EFFECT OF PIECED lengthening or shortening. Fig. II (right). PROPORTIONAL SHORTENING method. In this case third of amount to be shortened is removed from each line

and cutting $1\frac{1}{4}$ inch away from the head of each skin except the top row, following the line of the original cut (see Fig. 2). The same principle could be used to make the coat 45 inches long. Add another full row, giving you 50 inches, and take off $1\frac{1}{4}$ inches from each of the four bottom rows of the garment.

It should be apparent that this procedure will involve a considerable amount of careful cutting and operating. It is not necessary to unravel the original cross scamps. They can be cut as part of the alteration cutting. The cuts used to shorten each row should run exactly parallel to the original. It may be wise for the beginner to rule them in as a preliminary step.

The chances of your being able to sew the job out

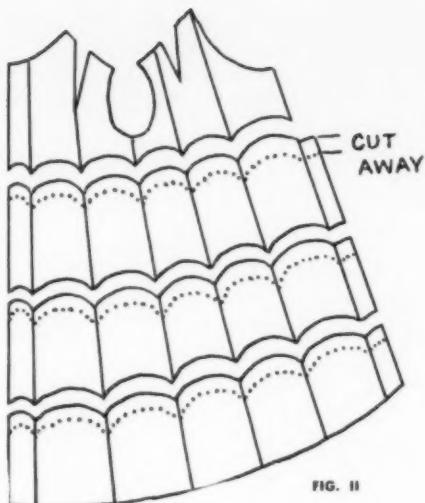


FIG. II

well enough to avoid at least a local resewing or stapling are small. It is best to allow for this extra labor in the estimate for the job.

When you consider that the lining will need to be removed completely, then resewed, after shortening, or a lining panel added (if not a new lining) if the coat is lengthened, you can readily see that a job such as this is worth \$50 to \$75 without fur. # #

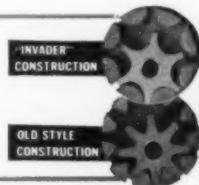


You can't see the difference!

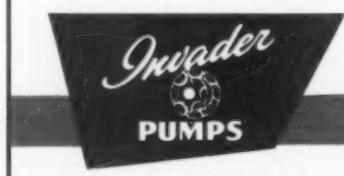
• Two cocktails—like two rotary pumps—may look alike. It's the stuff *inside* that makes the difference . . . and you'll never know until you try them!

For every liquid in a drycleaning plant, there's an INVADER Pump that will perform better . . . longer. They will fit your equipment with no expensive changes in piping or mounting, and definitely cut your pumping costs.

Rounded tooth design is one of the "inside" reasons why INVADER Pumps last longer, with reduced power costs and less down time. The *positive seal* and *rolling contact* represent a big improvement over the old-style construction of gear-within-a-gear rotary pumps.



Ask Your Equipment Jobber or Write for Full Information and Prices



The SCHIRMER-DORNBIRER PUMP Co.

1719 EAST 39th STREET • CLEVELAND 14, OHIO



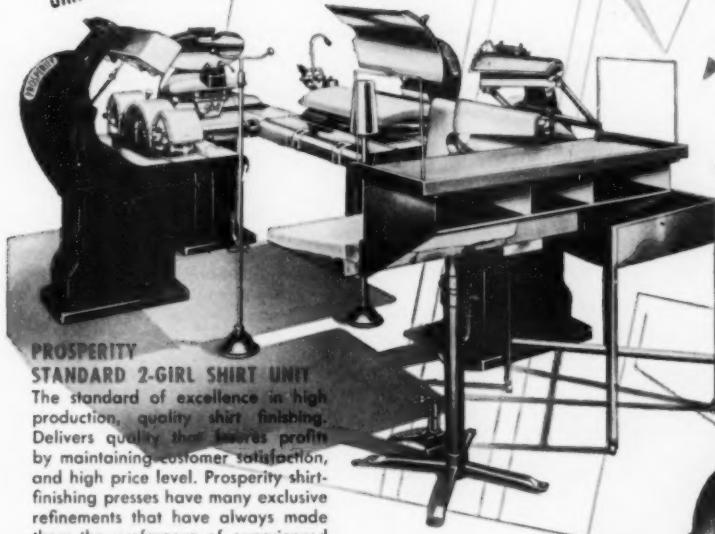
Drycleaners

build your shirt business on Quality,
Quick Service and Dependable, Low-Cost Production.

Be guided by PROSPERITY'S experience and planning!

PROSPERITY, leader in "packaged unit", high-efficiency shirt finishing departments and shirt finishing stores for drycleaners, can adapt set-ups to the space that you can make available.

Phone your Prosperity representative or wire factory for complete information on "packaged unit" set-ups.

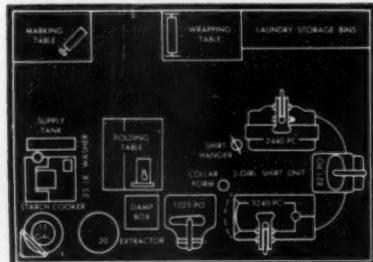


PROSPERITY

STANDARD 2-GIRL SHIRT UNIT

The standard of excellence in high production, quality shirt finishing. Delivers quality that assures profit by maintaining customer satisfaction, and high price level. Prosperity shirt-finishing presses have many exclusive refinements that have always made them the preference of experienced laundrymen.

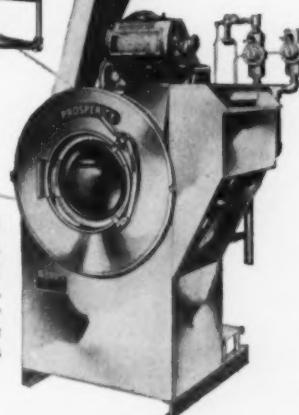
**SHIRT DEPARTMENT
FLOOR PLAN—19'-0" x 13'-6"**



Copyright 1951, The PROSPERITY COMPANY, Inc.

PROSPERITY 25-POUND FULLY-AUTOMATIC INDIVIDUAL PRODUCTION WASHER

Delivers 60 shirts per hour. Fast, thorough rinsing that completely eliminates any soap residue that could cause "yellowing" of shirts on pressing machines.



The PROSPERITY Company Inc.
AUTOMATIC PRECISION PRODUCTION TUGGERS IN LAUNDRY AND DRYCLEANING PLANTS
Trademark Prosperity
Reg. U. S. Pat. Off.
Main Office and Factory, Syracuse, N. Y.

Direct Sales Made by
West Coast Distributing
The PROSPERITY COMPANY Inc.
(Ex Delwes Corporation)
Sales, Service Agents in Principal Cities


PL	PL
<p>F. Gerdes 2271 Parkwood Toledo 10, Ohio</p> <p>GALLAGHER CLEANERS 3835 Haerhill Dr.</p> <p>Date..... Temporary STORAGE receipt Please LIST your garments Call LAwdale 2171 for prompt</p> <p>1 30¢ jacket 1 Beaver coat 1 Man's overcoat, blue</p>	<p>F. Gerdes 2271 Parkwood Toledo 10, Ohio</p> <p>GALLAGHER CLEANERS 3835 Haerhill Dr.</p> <p>Date.....195 Temporary STORAGE receipt Please LIST your garments and value. Call LAwdale 2171 for prompt pick-up.</p> <p>1 30¢ jacket 1 Beaver coat 1 Man's overcoat, blue</p> <p>\$2.75 750 25</p>

TEMPORARY STORAGE RECEIPT, written up by customer herself, aids claim control. Plant keeps original, customer gets carbon. Filling out form often reminds customer of other items to be stored

Temporary Receipt Sells Storage

Form Filled Out by Customer in Own Writing
Gives Plant Better Control, Extra Garments

by JOHN J. MARTIN

WHEN THE STORAGE SEASON BEGINS, Gallagher Cleaners in Toledo, Ohio, supplies route salesmen with temporary storage receipts that are to be dropped off at customers' homes. Routemen ask the housewife to fill out the receipt in her own hand, and then call for a pickup when the list is complete.

This customer-written receipt has two appeals. In the first place, it gives a positive approach to promotion. It's like the old soda fountain trick of asking the customer if she wants one scoop of ice cream or two. The customer who didn't want any at all will react in most cases by saying, "Oh, just one, please," and a sale is made.

The method works well in selling storage, too. The housewife who hadn't planned to send at all usually finds something to put on the list. The customer who planned to send her fur coat often finds something else while she's searching in the closet.

The other value of the temporary receipt is in claim control. If there is any doubt as to exactly what was sent to Gallagher's for storage, the receipt, written in the customer's own hand, is produced. The argument ends right there.

When the routeman picks up the garments, he takes the top part of the temporary receipt along. Mrs. Customer keeps the carbon. At the plant, a final receipt is made out from the customer's own list. Part of this final receipt is mailed to the customer. She now has a temporary receipt and a final one that is her storage contract with Gallagher Cleaners.

In addition to this tried-and-proven storage seller, Gallagher's is trying a new "home grown" appeal. It seems that "Sudden Service" means one-day cleaning around the Gallagher plant. An employee once remarked that whenever one of these specials came in,

he had to "drop everything and jump around like a rabbit" to get the job done. Other jokes on this order came out of the chance remark, and before long "Rapid Rabbit" was part of the Gallagher plant vocabulary.

Searching for a new promotion gimmick, owner John J. Gallagher remembered his employee's little joke and decided to put it to work.

The possessor of an animated appeal and memory value, Gallagher's Rapid Rabbit is a long-toothed, longer-eared characterization of a bright-eyed bunny. First placed on direct-mail cards advertising storage service, the Rapid Rabbit was next promoted to finished-garment tags. He has been so successful in selling storage that he's become a permanent part of Gallagher promotion plans. # #

Gallagher Cold Storage
CLEANERS 3835 HAVERHILL DRIVE
Our Rapid Rabbit Says

WHY GIVE MOTHS A CHANCE?
RUSH YOUR OUT-OF-SEASON
GARMENTS AND FURS TO US!



Our Cold Storage Vault is Moth-proof,
Dust-proof & Fire-proof. Save Closet
Space. Furs & Winter Woollens cleaned,
stored & insured at a surprisingly
low cost

Call LAwdale 2171
for Home Pick Up

RAPID RABBIT advertising gimmick was named by plant employees. This side of card promotes storage service; other side sells shirt service recently introduced

BLENDSON

AMERICA'S FAVORITE FILTER SOAP

★ Uniformity and efficiency result of 24 years of chemical research

The new Blendsol reflects the know-how resulting from chemical research started when pressure filtration was first introduced to the dry cleaning industry and which has continued without interruption during the ensuing years.

This assurance of strict uniformity has special significance during periods of shortages resulting from war. The high standards for testing of raw materials and finished product which we maintained throughout War II are being followed with equal skill and tenacity during the current emergency. By standardizing on Blendsol the busy operator can direct his attention elsewhere, with the comforting assurance that each washer load will be cleaned with uniformly outstanding results.

★ Factory-mixed for busy operators

Blendsol is ready for use, just as it comes from the drum. Skillful mixing at the factory relieves the busy operator from the inconvenience of preparing dry stocks.

When drawing Blendsol from the drum for cleaning those classifications which require no added water, the operator has complete confidence that all ingredients have been perfectly mixed in accurate proportions at the factory.

For those classifications which do require added water, the operator finds that Blendsol lends itself to convenient preparation of outstanding water stocks.

★ A scientific blend of highly refined oils, detergents, emulsifiers and homogenizers

Blendsol combines all the ingredients required to provide for insoluble soil removal and whiteness retention when using the popular, streamlined fresh-soap-to-each-batch method in the filter system.

The components selected for emulsification and homogenization also provide for the making of outstanding moisture stocks which in turn disperse into a finely divided colloidal state in washer solvent.

★ Expert field technicians at your service

Our field service is nationwide. A factory-trained technician is near you. We invite you to use him as a consultant.

Although the use of Blendsol requires no special instructions, and the directions on the label provide a simple technique for producing quality cleaning, our field technician in your community may be called in for service pertaining to solvent analysis, filtration, distillation and all other phases of cleaning room operation.

- ★ Builds No Filter Pressure.
- ★ Leaves No Trace Of Soap Odor.
- ★ Produces Perfect Dispersion Of Water In Washer Solvent.
- ★ Requires Only Nominal Amounts Of Sweetener Powder For Complete Removal From Filtered Solvent.

Made by chemists
who know filters best!

R. R. STREET & CO., INC.

101 WEST MONROE STREET, CHICAGO 6, ILLINOIS

Copyright 1951, R. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6. No quotations—no copying

Make A Clean Sweep of Fatty Acids With Blue Label DARCO

... get sweet-smelling,
quality dry cleaning!



Darco "sweeps" your solvent clean of the residues that foul it up and bring customer complaints. You can turn gripes into praise if you follow this routine *every morning* before starting operations.

First, precoat. Then, add Darco to your washer and recirculate until clear. Now, you're ready to run the first load. And remember! You do this only *once* a day—if you use enough Darco *every* day.

Regular use of Darco keeps your solvent clear and clean . . . color-free, odor-free. There's no need for special "sweeteners" because Blue Label Darco kills off the *cause* of odors by trapping the fatty acids and residues that cause trouble.

*See your Darco distributor now! Write for the
Blue Label Darco instruction card.*



**DARCO DEPARTMENT
ATLAS POWDER COMPANY**

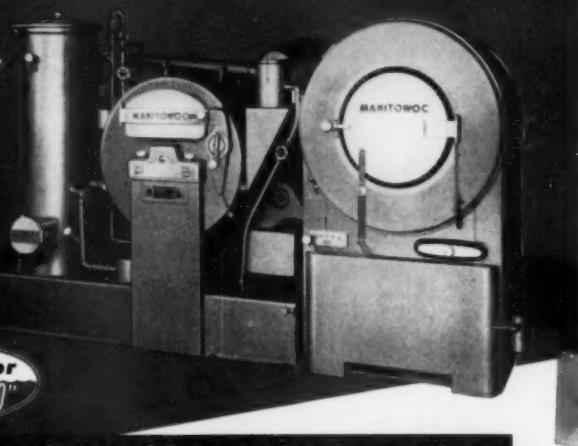
Darco General Sales Offices

60 East 42nd Street, New York 17, N. Y.

Manitowoc Dual Drum Design

makes
"On-The-Premises"
cleaning
Practical
and
Profitable

- MORE CAPACITY
- BETTER QUALITY
- FASTER SERVICE
- HIGHER PROFIT



"Wash-Extract" and "Tumble" at the Same Time

If You Are Still Using a Single
Drum Machine You Can Double
Your Capacity With This
MANITOWOC TUMBLER



Scores of plants still using single drum closed units are adding Manitowoc Recovery Tumblers to double their capacity. You, too, will be way ahead if you add this Recovery Tumbler to your present single drum synthetic solvent unit. Enables you to tumble and deodorize while you are washing, thereby doubling your capacity. Highly efficient solvent recovery. Comes complete, ready for installation.

Manitowoc dual drum design enables you to turn out up to twice the cleaning volume you get from self contained single drum cleaning units. With a Manitowoc you *need not lose* the wash-extract time while garments are being tumbled — because while you are washing and extracting in one drum, another load is being tumbled in the second drum. Operating on 15-20 minute cycles with 35 lb. loads, a Manitowoc will handle 3-4 complete cycles — wash, extract, tumble, per hour, while a single drum unit is handling only 1½ cycles.

In addition, you get better quality cleaning because each drum of a Manitowoc is designed for a specific purpose, instead of a compromise single drum which must wash, extract and tumble.

You get all these operating advantages plus a machine as well built as any in the industry at the lowest cost per pound of capacity in the industry. The Manitowoc Perchlor is the safest, soundest investment you can possibly make.

SEND FOR THIS NEW FREE CATALOG

Just off the press — Gives complete details on the new Perchlor 600 with continuous distillation. Ask for bulletin 516.

Manitowoc

Synthetic

PERCHLOR DRY CLEANING UNIT





WINDOWS IN PARTITION are the two placards. Clerical office behind right card, sewing department behind left. Lady is Mrs. Blanchard



MURAL IS MIRROR reflecting Lou Ballew engrossed in cameraman's antics

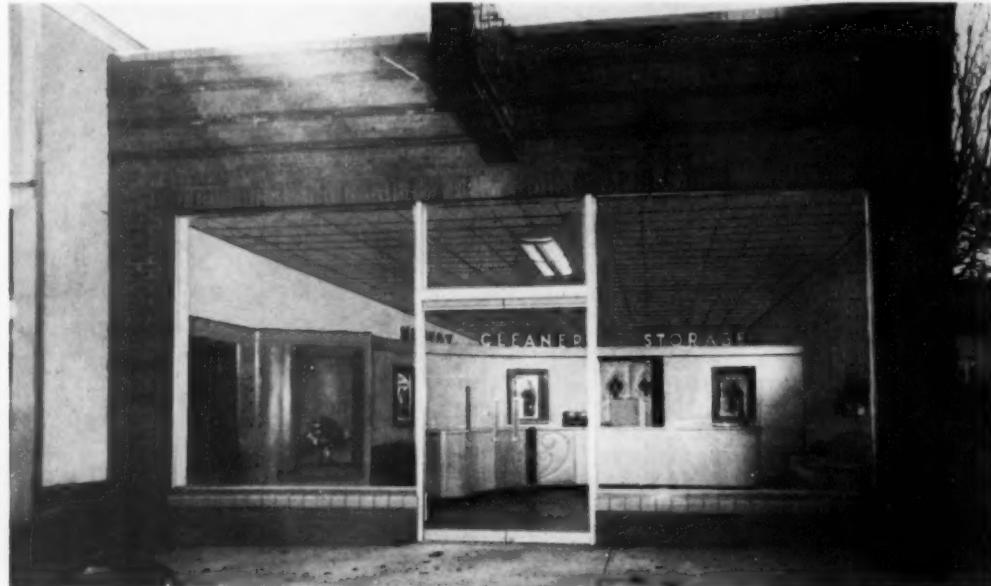
Mr. Blanchard's Dream Plant

A Practical Blend of Efficiency and
Beauty Makes Full Plant in 18 Months

by WILLIAM R. PALMER

SAFE ABOVE THE FLOOD WATERS of Topeka, Kansas (we hope), was the new plant of Dan Blanchard, which incorporates several ideas that have hovered in his mind for some time. One or two have been tested in his other plant located in Kansas City.

First, Nuway Cleaners was designed primarily for a store operation, and Mr. Blanchard prefers his ready racks as close to the counter as possible. Since the racks would screen the production area, anyhow, he wanted a handsome partition. If the customers can't



MODEST EXTERIOR FRAMES eye-catching interior. Red brick with strips of darker brick, sills of glazed brick

To hold linens and ease to make jackets and coats, simply insert the Cissell Coat Adapter into the slot of dress form. Both Cissell Garment Conditioners come complete with a Coat Adapter.

The Cissell Water-Spray Gun and Conditioner Assembly with Water Spray Gun and Spray Gun is an integral part of the Cissell Garment Conditioner. Water Spray Gun units for conditioning are individually made, ready for use. THE CISSELL GARMENT CONDITIONER, \$300, F.O.B. Louisville.

STYLING
FOR
FAST BEAUTIFUL
FINISHING

"CONDITION, FIRST with a CISSELL GARMENT CONDITIONER"

... say thousands of cleaners

It's so easy... MOUNT, STEAM, DRY, REMOVE—THAT'S ALL!

You'll use a Cissell Garment Conditioner for conditioning, topping and finishing preparatory to final touch-up—speeds entire finishing operation, provides plenty of air and steam.

Press a pedal and thoroughly steam; brush while steaming and, when necessary, use spray gun to break down hard-set wrinkles; lock pedal in position and let garment spin as it dries. What could be easier? And, best of all, here's what happens: body of garment from hip line up is conditioned quickly and easily—leaving only a minimum amount of touch-up. Garment is restored to its original shape and SOFT FINISH. Hard naps are raised. Seam marks are eliminated. There is no possible way to stretch a garment. "V"-neck gar-

ments are conditioned beautifully and there is no "pulling" on neck line. Woolen garments are steamed without shrinkage by applying air directly after steaming—all shine is eliminated. When heated air is released after steaming, wrinkles disappear like magic. Actually as air passes through bag, garment is held firm, smooth and wrinkle-free while its shape is being set. Ballerina skirts, bias-cut dresses, evening formals, sequin or velvet-trimmed, sheered or gathered dresses are beautifully conditioned and finished as the steaming and spinning feature keeps garments wrinkle-free.

Here's sturdy, solid construction—the kind you've learned to expect from Cissell.

CISSELL

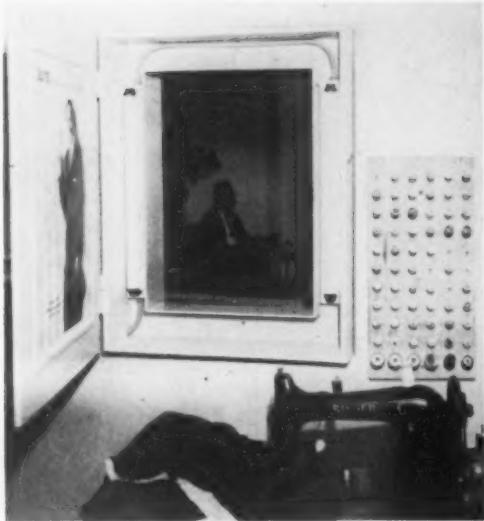
Consult Your Jobber

W. M. CISSELL MFG. CO., INC.

831 S. FIRST ST. P. O. BOX 1143

LOUISVILLE 1, KY.

FOREIGN DISTRIBUTORS: Address,
Correspondence, Attention Export Dept.
Cable Code: CISSELL



SEAMSTRESS VIEW of office through window in partition. Note fluorescent tubes to light placard when door is closed

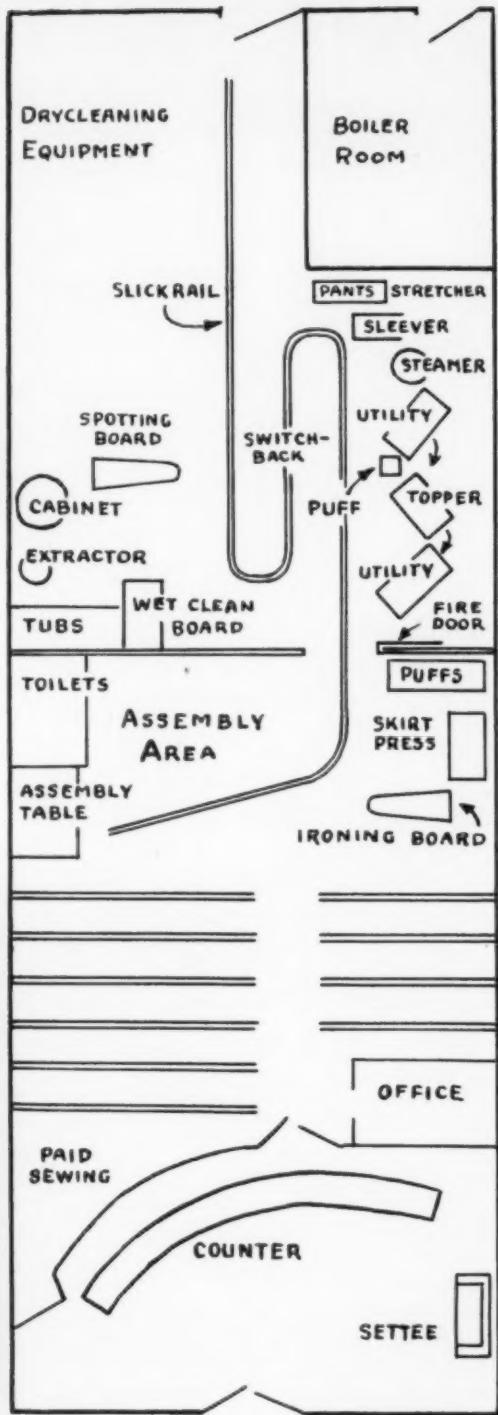
watch the wheels go 'round, give them something pretty to look at.

However, there are lots of times during the day when the counter doesn't need to be tended so closely. On either side of the swinging doors behind the partition are the clerical office and the paid-sewing department. In the partition are openings with hinged doors. On the doors are placed the current placards, which are changed with the seasons, advertising storage, ladies' coats or other services.

When the doors are closed the leather frames lined



WOOL LINE with sleeve, steamer, utility, single puff, trouser unit



SWITCHBACK in slickrock is shown in rough sketch (not drawn to scale)

the **STRONG SOAP SYSTEM** *with* **SOLTEX•TEXSOL OR HYDROL**

DRY CLEANING DETERGENTS

SOLTEX, TEXSOL and HYDROL can be used with the Strong Soap System because they permit the addition of water; do not affect filter pressure; remain in solution and are non-rancid. The latter is important as they remain in fabrics to impart a good feel and finish without odor.

SOLTEX•TEXSOL OR HYDROL

ALL 3 HAVE OTHER ADVANTAGES IN ANY METHOD OF DRY CLEANING

- Usable with or without prespotting
- Contain practically no water
- Water is added to fit the job
- You know how much water is used
- They make low cost conventional prespotters
- They make low cost leveling mixtures with solvent
- They make it possible to size in dry cleaning
- They eliminate wet cleaning of pants and other washables

Advise as to equipment and present processes and we will make specific recommendations for your plant.



RIVERSIDE MFG. CO.
4919-27 CONNECTICUT ST.
ST. LOUIS 9, MISSOURI

Check These Low Prices

SOLTEX

55 gal. drum	Per Gal.	\$1.30
30 gal. drum	Per Gal.	1.40
15 gal. drum	Per Gal.	1.50

TEXSOL

55 gal. drum	Per Gal.	1.30
30 gal. drum	Per Gal.	1.40
15 gal. drum	Per Gal.	1.50

HYDROL

(Concentrate)

1 case (4 gals)	Per Gal.	3.75
5 cases (20 gals)	Per Gal.	3.55
5 gal. can	Per Gal.	3.45
15 gal. drum	Per Gal.	3.35
30 gal. drum	Per Gal.	3.25
55 gal. drum	Per Gal.	3.15

with gilded nailheads make beautiful settings for the cards. When open they are beautiful settings for the respective employees keeping an eye on the counter.

The outside of the store is of modest design intentionally. It not only keeps the cost down, but Mr. Blanchard believes a fancy exterior detracts from a beautiful interior. With a full plate-glass front and effective lighting in the store at night, he feels his plant attracts fully as much attention as though the outside were covered with neon lights, glass brick and sheets of stainless steel.

Although Mr. Blanchard is using 140F solvent, he put a fire wall halfway through the silk unit on one side of the wall, the ready racks and store on the other side. The fire door is closed at night. Thus the customers'

work, which is all brought over to that side, has added protection. That is the important thing, Mr. Blanchard feels, even if you are fully covered by insurance. You always hope to avoid inconveniencing customers.

On the other side of the picture, or wall, he likes to have his productive units all together. In a small plant where the production foreman is also a productive worker, it is easier to have everything right in sight. Even though the silk unit is in the other room it is just inside the door where it can be watched.

Another theory of Mr. Blanchard's is that the average small plant today puts in too much slickracking in its working area. As may be seen in the diagram, he has a straight flow from tumblers to the assembly area with one long switchback for storage ahead of the finishing department.

That switchback, because of its location opposite the spotting board on one side and the finishing line on the other, has several possible functions. Besides storage of work waiting to be finished, it can be used by the spotter if he cuts out a load instead of taking the work as it comes. Then he pushes his spots and wetcleans ahead a foot or so, but hangs his passups on the middle line headed the other way.

Likewise, when the full finishing crew is working, the foreman can cut out work that doesn't need to go on the sleever or steamer, and hang it on the line back of the presses. Or he can cut out silks and run them down to the silk unit, as he gets time.

The plant manager, Dick Blanchard, son of the owner and an NICD general-course graduate, might make only one slight change in the piping. He might install a switch just before the first loop to cut across to the silk unit at the door. Yet he feels it's almost as easy to pick up a load of silks after spotting and carry them across to the other line at the door as to fuss with a switch.

Dick, incidentally, was showing us the wisdom of putting a sleever and coat steamer together in a small plant. He was doing sleeves on ladies' dresses and steaming men's jackets alternately. He'd put a jacket on the steamer and start up the steam. Then he'd do a sleeve on the sleever. Then he'd brush the jacket and switch to the air. While the jacket cured he'd do the other sleeve on the dress and hang it up. Back to the jacket, hang that up, start another jacket, start another sleeve. He was doing both sleeves of a dress for each jacket.

It may not be a dream plant, but it's a very nice little operation! #

-for foolproof proven efficiency

There is no substitute for PRE-MARKED STRIP-TAGS!

\$3.30 BOX (white)
\$3.50 BOX (colored)
1,000 strips per box
Each box numbered from 001-1,000

★ Instantly revolutionizes marking methods!
★ Saves 50% in marking and assembly time!
★ Eliminates transposed numbers . . . claims!
★ Clear Bold Numbers . . . No eye strain!
★ Ink damage impossible - Throw your ink away!
★ Tear them off - staple them on . . . that easy!
10-BRIGHT COLORS: numbers 1 to 30 in each color
Ask your distributor or write
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Also, the NEW . . .
20 SPECIAL INSTRUCTION TAGS in six bright colors
- a color for each dep't.
Let TOKEN-TAGS
show you how to do it
right the first time.

-for best results use both tags together!

America's
Outstanding

dry cleaners
depend
on...

HUEBSCH

OPEN-END
TUMBLERS

Four 36" x 30" and two 42" x 42" Huebsch Tumblers are installed in this space-saving arrangement at Uptown Cleaners and Dyers, one of the leading dry cleaning establishments in Milwaukee, Wisconsin.



• Huebsch Open-End Tumblers must be good... more than 70,000 are now in daily use, more than all other makes combined! Everywhere, Huebsch proved performance... and Huebsch well-known acceptance... make Huebsch the *wanted* tumbler.

COMPARE HUEBSCH ADVANTAGES... YOU, TOO, WILL CHOOSE HUEBSCH

- **Fast, Thorough Drying and Deodorizing.**
- **Saves Labor**... easier and faster to load and unload. Just snap the switch, open the door. No inching, braking or cylinder aligning.
- **Low Initial Cost** resulting from volume production by Huebsch.
- **Less Maintenance.** Sturdily built to take the day-after-day punishment of drying capacity loads.
- **Low Steam-Electric Consumption** makes Huebsch economical in operation.

FOUR SIZES

36" x 18"

36" x 24"

36" x 30"

42" x 42"

For complete details, see your Huebsch representative, or write, wire or phone us direct.

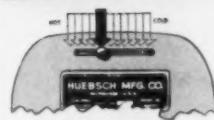
HUEBSCH
Originators

INVENTOR AND WORLD'S LARGEST MANUFACTURER OF OPEN-END DRYING TUMBLERS

Makers of the famous Huebsch Handkerchief Ironer and Fluffer • Pants Shaper
Automatic Valves • Feather Renovator • Double Sleever • Collar Shaper
and Ironer • Garment Bagger • Cabinet and Garment Dryers • Washo-
meter • Hosiery Ironers • Spring-Type Filter.

HUEBSCH MANUFACTURING COMPANY, 3700 N. 100th St., Milwaukee 3, WISCONSIN
GENERAL AGENTS: AMERICAN DRY CLEANING MACHINERY CO.

Many Saving Features



Huebsch One-Lever Temperature Control provides complete range of temperature adjustments from hot to cold for faster, better drying and deodorizing.



Exclusive Huebsch "Spin-Lock" Cylinder construction insures a longer life of drying service.



6 BIG "WHIRLWIND" FEATURES

The inside of the "Whirlwind's" Stainless Steel basket is absolutely smooth. From top to bottom, there are no rivets, no flanges or other projections. So, even the sheerest fabrics can be handled safely. Yet the "Whirlwind" is rugged in construction.

Fast acceleration, quick stopping, easy loading and unloading, all combine with highest running speeds (up to 1200 R.P.M.) to provide greatest production, per batch, per hour, per day.

- Easier and faster loading and unloading
- Smooth, rapid acceleration to reach maximum speed and efficiency
- Highest running speed — thorough extraction
- Automatic hydraulic brake with Finger Tip Control for smooth, safe stops
- Rugged construction to take hard service with minimum maintenance and repair
- Greater Stability; effective self-balancing.

Send for complete descriptive bulletin

FLETCHER WORKS

313 GLENWOOD AVE. PHILADELPHIA 40, PA. ESTABLISHED 1850



*stop complaints about
 "Autumn Aroma"
before they start!*



*MAGNESOL is the registered trade mark of Food Machinery and Chemical Corporation for its brand of magnesium silicate adsorptive powder.

A sure way to banish solvent-odor without frequent, costly distillation is an all-MAGNESOL* filter cake with additions of MAGNESOL to every load. Then you know that all dissolved perspiration, organic matter and other products of acid decomposition (as well as solid soil) will be pulled out of your solvent on the filter. Only fresh, "sweet", active solvent will flow back to your wheel. You'll do better cleaning in active solvent that keeps its cleaning life longer.

Costly? By the bag a little bit more. By the load of clothes cleaned a lot cheaper than the cost of distillation, re-dos, arguments and dissatisfied customers. Take a tip from the cleaners who know from first-hand experience. Order MAGNESOL today.

WESTVACO CHEMICAL DIVISION
 FOOD MACHINERY AND CHEMICAL CORPORATION



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CHICAGO, ILL. • CLEVELAND, OHIO • CINCINNATI, OHIO
 ST. LOUIS, MO. • LOS ANGELES, CALIF. • NEWARK, CALIF.



Capital STORAGE Care Means EXTRA WEAR!



Complete Individualized Service

Save closet space and worry over household valuable. Have your heavy clothing and extra bedding cleaned and stored at CAPITAL.

1. Garments insured from time of pick up until delivery.
2. Clothing carefully brushed before storage, again before delivery.
3. Furs and fur-trimmed garments thermed by skilled
4. Gentle, careful cleaning for any article desired.
5. Complete insurance protection against marks, fire and theft.
6. Modern cold storage vaults on premises make possible quick delivery any time.

CHARGE until you pay - DAILY.

TYPICAL AD (at right) plays up three special services

One-Medium Campaign Gets Results

Exclusive Weekly Use of Newspaper Ads Increases Drycleaning Sales 40 Percent

CONCENTRATION ON ONE MEDIUM brought tangible results to the Capital Laundry and Dry Cleaning Company of Louisville, Kentucky. Up to about a year ago the firm was a spotty advertiser in each of three media—radio, television and local daily newspapers. The impact of its advertising was spasmodic and there were no appreciable sales increases.

As a result, management at Capital decided it must obtain a dominating position in *one* advertising medium. It was convinced that concentration was more important than broad but thin coverage.

For the one medium to be used exclusively and consistently Capital chose newspapers, principally because they were the only medium in which it could imitate the advertising style of department stores. The goal of the campaign was to establish the business in the eyes of the public as "a department store of dry-cleaning and laundry services."

Beginning in March 1950 Capital began placing weekly 14½-inch, 3-column ads in the local papers. The ads have appeared without interruption every Monday since.

Each ad, in a similar style to the ones reproduced, promotes three or four of the many services offered by the firm. The campaign also introduced Capital's new family budget laundry service—fluff dry plus finished flatwork. Illustrations are obtained from standard mat services furnished by the newspapers.

"We secured little result from our previous radio and

CAPITAL-IZE! IT'S SPRING!!



Try CAPITAL'S individualized dry cleaning and laundry service. There's something to shout about. Take a tip from a CAPITAL-wise housewife. Get your family and household wardrobes ready NOW for Easter and the warm weather days to follow.

— CAPITAL suggests that this week you try... —

CAPITAL for Alterations



ALTERATIONS at Capital are made quickly, expertly. Whether a minor "seaming" or a major silhouette change, Capital adjusts your garment to fit as you like it. Call Capital and ask about alterations to any of your family's clothing—dresses, suits, coats.

CAPITAL for Home Furnishings



HOME FURNISHINGS laundryed or dry cleaned the Capital way get a new lease on life. Fabrics remain bright and fresh, keep their body. Trim details are accentuated by hand finishing. Special Capital equipment makes it easy to give each accessory personal attention . . . and return it to you carefully boxed ready for use.

CAPITAL for Neckties



NECKTIES cleaned by Capital are really fit to be tied again and again. For Capital removes spots, by hand, sees to it that no sign of a knot remains. After thorough cleaning, each tie is carefully pressed. His old favorite restored to longer service, knots easily and lies flat.

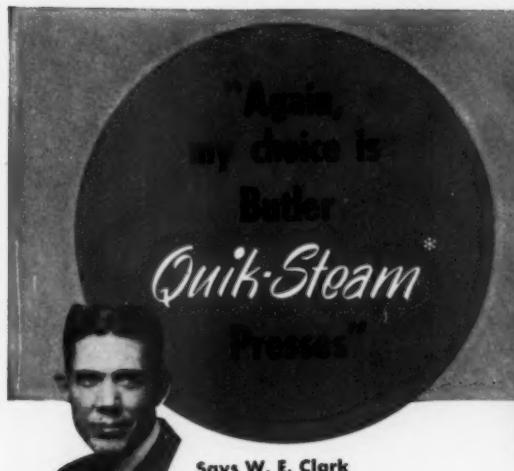
CALL WA 4185

CAPITAL
LAUNDRY and DRY CLEANING CO.
INCORPORATED

451 BAXTER AVE., LOUISVILLE, KY.

television advertising," said Russell Broaddus, vice president of Capital. "Since we began advertising in newspapers exclusively, laundry sales have increased 10 percent and drycleaning sales 40 percent."

The successful results of the one-medium campaign have been written up in one of the *Business Building Bulletins* sent to its membership of about 1,000 daily newspapers by the Bureau of Advertising of the American Newspaper Publishers Association. #



Says W. E. Clark
Clark's Laundry
Atlanta, Georgia

"About three years ago I bought my first four Butler Quik-Steam Presses.

"Until that time I had been using various makes, but I wasn't satisfied with my finishing operation. I was looking for a press that would give me better production. I found what I wanted in Butler Presses.

"Butler Quik-Steam Presses have consistently given me better and faster production because of their quick, even steam, fast vacuum and ease of operation.

"Recently I expanded my finishing set-up. Again, my choice was Butler Quik-Steam Presses, and I bought two more. Now with my six Butler Presses I keep my finishing department production up with the increased volume in the cleaning room."

*Trademark



J. C. Clements, plant superintendent, is shown operating one of the new Butler Quik-Steam Presses that enables him to get better, faster production.

You, Too, Can Do a Faster, Better Pressing Job with



Quik-Steam® PRESSES

Like Mr. Clark, you'll find you can always depend on Butler Quik-Steam Presses for quicker, easier operation and faster, better pressing. These Butler features assure you top quality production: faster head opening action, quicker head and buck steam, extra roller bearings, long balance springs. Ask your Butler representative to tell you about all the features of Butler Quik-Steam Presses, or write for information today.

BUTLER MANUFACTURING COMPANY • Kansas City 3E, Missouri

For More
Information,
Mail Coupon
TODAY

For more information on the Butler
Complete Line

Address Butler Manufacturing Company,
7452 E. 13th St., Kansas City 3E, Mo.

Please send me full information
about Butler Quik-Steam Presses.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____



OVER 750 KINDS OF BUTTONS and other sewing oddments are stocked by drycleaners Lee and Gail Hendrickson

Buttons Boom Alterations

Merchandising of Trimmings Builds Up Tailoring Volume

BUTTONS ARE BOOMING as a merchandising sideline and, incidentally, booming paid alterations at Hendrickson's Cleaners of Jerome, Idaho.

Brothers Lee and Gail Hendrickson carry a stock of over 750 different kinds and colors of buttons. They also handle tape, thread, shoulder pads, tape for self-pleating drapes, and a wide variety of other sewing notions. And if they haven't the kind of button you want, they will make it for you.

The button business has grown from a very small start a few years back, when the Hendricksons were having trouble with unserviceable buttons. Primarily to reduce damage complaints, they decided to make fabric buttons that they could guarantee would dry-clean.

Now the button sideline has developed to the point where on mail orders alone the plant averages 40 letters a day. In 1950 Hendrickson's shipped buttons to 32 states, to Japan, Western Germany and to the Indian state of Nepal.

Today only a very small percentage of the business comes from the custom-made buttons. The bulk are standard buttons which come on cards from the manufacturer. The button price range on the average runs from 10 to 35 cents a card. Some cards retail for over \$2, and there are specialty buttons that sell for \$1 each.

As more and more customers came to the plant about buttons they began bringing garments to be altered. One additional full-time men's tailor was added, then a second lady tailor.

A Pfaff special sewing machine was installed. With this machine a buttonhole stitch can be run down the edge of a worn pocket and turn out a rebinding edge which cannot be distinguished from a factory job of binding. The machine is also used for frayed shirt

pockets or cuffs. The service was new and the charge first established has stood, although Lee admits it really is too high. For this service they get 35 cents per pocket, 40 cents per cuff on a shirt, and 70 cents per pair of slacks or trousers. The time required for two pockets is five minutes as against approximately one hour when the work was done by hand.

This type of alteration business has increased so much that a second machine is being installed. To date about 60 percent of the alteration business comes from out of town.

"There is one advantage to our customers in buying their buttons of us," Mr. Hendrickson said. "We won't have a button in the place, not even the decorative kind, that can't be drycleaned with the regular load. We've done that much both for ourselves and for the industry." # #



REBINDING FRAYED EDGES by special machine is new, profitable service. Lee Hendrickson shows rebound edges on slacks pockets, shirt cuffs

Drycleaners acclaim new method of using Strong Soap Process

Sharp reductions in Wet-Cleans pay **BIG DIVIDENDS**

LAST MONTH'S ISSUE of this journal carried a three-page article descriptive of a revolutionary method which placed an entirely new concept on the Strong Soap Process.

This new technique has created a sensation throughout the industry because it, at long last, makes the Strong Soap Process practical for use in plants with conventional equipment, **and without costly changes in installation.**

It's not the Strong Soap Process in itself that's new, because the fathers of many present-day operators used it over twenty years ago. In fact, the Strong Soap Process was standard procedure in the model plant of the National Institute of Dyeing & Cleaning in 1929. However, the innovation announced in the August issue of the *National Cleaner & Dyer* is strikingly new in that, for the first time in history, the operator may maintain a given concentration of Strong Soap Solution in his system by checking the percent active ingredient in a cleverly arranged titration test which may be conducted with laboratory accuracy right in his plant.

In maintaining a given high concentration of soap for repeated use in cleaning a series of many loads, the grade of dry cleaning rises to a standard never approached in the commonly used fresh-soap-to-each-batch method. **Wet-cleans are reduced** to a negligible number, and the whiteness retention as well as the brightness of colors reveals a new insight on how real detergency should be measured in dry cleaning.

To accomplish this it is not enough to merely activate the solvent in the washer-filter assembly with a large amount of any standard brand of filter soap or concentrate. These products may be adaptable to the fresh-soap-to-each-batch method and yet lack some of the requirements for the Strong Soap Process. *Among the more important requirements are extreme solubility*, so that the solution will pass through the filter without being removed on the precoating; **and extreme stability**, to avoid unpleasant odors and to avoid break-down by the acidity of the soil with subsequent loss of strength.

Street's chemists have selected from the many formulas, which they designed specifically for the Strong Soap Process, a formula which not only meets the requirements for solubility and stability, but also **produces higher reflectometer ratings for insoluble soil removal and whiteness retention**. This product has not been glorified with a trade name, but it is recognized by leading cleaners from coast to coast by its laboratory designation, Formula 886. This is the formula you have heard so much about recently which is producing those remarkable records for low wet-cleans.

Of equal importance to the efficiency of Formula 886 is the **new technique developed for drycleaners by Street's chemists** which makes possible an accurate quantitative analysis of the Strong Soap Solution. Heretofore the operator who started with a given concentration of soap in the washer-filter assembly was totally in the dark regarding the reduction in concentration after repeated use. When adsorptive sweetener powder was used it adsorbed some of the soap as well as the fatty acid, but the operator hadn't the vaguest idea of how much soap had been adsorbed, nor how much soap should be added to restore the original strength of the solution. **With the new Strong Soap Testing Kit, any cleaning-room worker can determine the exact amount of Formula 886 in his system at any given time**, and with this knowledge maintain a uniform concentration so necessary for maximum results. For the first time, the Strong Soap Process is reduced to a scientific procedure.

If you are interested in reducing wet-cleans, ask for a trained field technician to call at your plant to recommend whichever of the many variations of the Strong Soap Process best meets your individual requirements, and to demonstrate how you can use the new Strong Soap Testing Kit. No doubt many attempts will be made to imitate Formula 886 and the new method of titration. You can by-pass all experimentation by relying on the company which has pioneered to perfection the product and the methods of use which are the talk of the industry today. Address your request for demonstration to R. R. Street & Co., Inc., 561 W. Monroe Street, Chicago 6, Illinois.

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5886-11

ANSWERS...

to Questions on Dry Cleaning ... that may solve a problem for you

Q: I would like to know if filtration alone will keep my solvent in good condition? What are the limits of filtration? Is a still necessary?

A: A properly assembled and properly used filter (i.e., used in accordance with standard procedures for filling, pre-coating, activated powder additions, and filtering time) will normally remove all solids and most solubles from the solvent being pumped at an adequate flow rate from a properly agitating washer. This may or may not "keep the solvent in good condition." A factor still to be considered is the type and quantity of soil contained in the fabrics processed.

The filtering process is limited to the extent that it does not effectively remove inert (inactive) mineral oils and greases. An abnormally high concentration of such materials in the fabrics cleaned together with high volume processing of such work may result in an excessive concentration of these materials in the filtered solvent.

Distillation may be necessary if we are to hold the concentration of inert oils and greases to the desired minimum.

Q: We have a new washer-dryer perchloroethylene machine which comes without a still. Lately, we have been having trouble with clothes coming out streaked. Our solvent is clean and we change bags often. Can you tell us what might be causing this trouble?

A: Streaks and swirls on cleaned fabrics are usually the result of inefficient solvent clarification, inefficient rinsing of each load of fabrics, or both.

Proper clarification and rinsing is a function of correct load weight, correct solvent level, and correct use of filter aids and rinse time. Are you following your machine manufacturer's recommendations?

Solids suspended in inert mineral oils and greases contribute substantially to streaks and swirls; hence, the necessity for thorough rinsing prior to extraction.

In the absence of a still, the mineral oil and grease concentration in filtered

The questions on this page are typical of those asked by cleaners in their letters to the Du Pont Dry Cleaning Service. Because the answers to these questions may prove helpful to you in your operations, they are printed here for your information.

For assistance on your specific problems, write directly to: Du Pont Dry Cleaning Service, Electrochemicals Dept., E. I. du Pont de Nemours & Co. (Inc.), Wilmington, Delaware.

solvent may be minimized by extracting the loads lightly, leaving a larger percentage of such oils in each load of cleaned fabrics. This must be followed by a longer drying cycle to adequately recover the excess solvent left in the fabrics by the short extraction.

Q: I have reduced the acid count in my perchloroethylene system to 0.1 by adding straight ammonia in 2-oz. amounts to the fluid as it enters the filter. Why do cleaners bother to distill if there is such a fine short cut available?

A: We never recommend the use of ammonia in synthetic systems because: (1) Dyes are sometimes attacked by ammonia; thus, trouble may result if ammonia is added direct to the wheel load or used in excessive quantities (possibly due to a build up of concentration in the system). (2) The ammonium salts formed by contact of ammonia with fatty acids will corrode copper and many copper alloys. (3) Ammonia will not remove inert mineral oils and greases from the solvent; this removal is best accomplished by distillation.

Q: The solvent in my open-type system has turned green and I can't seem to clear it up on my filter. What's causing this? What can I do?

A: Experience has shown that green-colored solvent usually contains the fatty acid salts of copper. This means that free fatty acids have been allowed

to build up in the solvent to the point where they are attacking the copper parts of the system.

The presence of excess fatty acids in solvent is generally due to improper filtration technique. It may also result from over-generous use of prespotters or soaps containing free fatty acids.

Where contamination has reached the advanced stage that you have encountered, distillation of the solvent is required. Clean out the unit and start operations anew.

Q: What causes foaming in the still of my drycleaning unit?

A: Foaming indicates an excessive accumulation of detergents, prespotters and soil in your still. Try reducing the steam pressure a little to get the solvent off by slow distillation. If this doesn't work, the addition of a little sulfonated castor oil may reduce foaming enough to enable you to separate the solvent. After complete distillation, clean out the still residues. You may do well to put your still clean-outs on a periodic basis in order to prevent a recurrence of this problem.

Q: I have noticed recently that certain blue garments that are not called for in several weeks become streaked and change color to red across the shoulders and down the outside of sleeves. I use "Perclene" in my machine. Can you please help me as I have had to pay several claims for this?

A: The condition you describe may be the result of "gas" or acid fading. This is usually caused by the accumulation of combustion gases in the work area or building from a poorly vented stove, heater or steam boiler.

While such conditions can happen in the customer's home, the fact that this fading is occurring in your shop leads us to suggest that you check for the above. Check the exhaust on the steam generator carefully to see that it has no holes, that the back draft eliminator is aligned properly, and that the stack extends several feet above the building.

DU PONT
"PERCLENE"
PERCHLOROETHYLENE
SOLVENT



Steam-Air finishing offers that extra PLUS in quality finishing.

Production
Adjusta-Form

See your jobber for a convincing demonstration.

Fine gabardines, smartly tailored woolens and other **hard to finish** garments slow up production in the finishing room. Today, more than ever, increased production is essential to meet rising costs.

The **Adjusta-Form** method of steam-air finishing offers increased production with an extra PLUS in quality.

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ASSOCIATION NOTES

Eastern Canadian Meeting: The 33rd annual convention of the Eastern Canadian Laundry and Dry Cleaner's Association, held June 14-16, drew the largest attendance in the group's history.

Speakers included Gordon McKee of Jarman's Cleaners, London, Ont., on "Profits in Your Budget"; P. C. McCutcheon of Dow Chemical Company, on "Science of Chlorinated Solvent in Drycleaning"; Don Williams, Brantford (Ont.) Laundry Ltd., president of the Canadian Research Institute of Launderers and Cleaners, on "CRI and the Government"; Lester Francis of Emery Industries, Inc., on "Shooting Par With Promotion"; W. C. Mercer, American Institute of Laundering, "Management's Par in Selling," and David L. G. Jones of Evans, Jones & Evans of Hamilton, speaking on "The Twilight of Free Enterprise."

#

Californians Plan Courses: The California Drycleaners Association is planning to hold three-day spotting schools for pliantowners and employees, with a staff of four NICD instructors. One course will be given in Los Angeles and one in San Francisco on successive weekends about the end of September.

#

Milwaukee Group Sponsors Program: The Dry Cleaning Plant Owners Association of Milwaukee is sponsoring a program of news analyses over Station WOKY of that city. The program features commentator William L. Shirer Sundays at 6:15 P.M. and Tuesdays at 5:45 P.M., and Joseph C. Harsch on Monday, Wednesday and Friday at 5:45 P.M.

The "commercials" are of the institutional type, promoting drycleaning as an industry and educating the listener in better care of fabrics. The continuity points up do's and don'ts on a seasonal basis.

WOKY is a regional radio station of the Liberty Broadcasting System.

#

Clinic at Toronto: The Dry Cleaners Institute (Ontario) has announced detailed plans for the clinic to be held before its third annual convention. Classes will be held at the Central Technical School in Toronto Friday evening September 14, Saturday morning and afternoon, September 15. Instruction will be given by members of the NICD staff, with Charles Truxal teaching drycleaning, Charles Weaver silk and wool finishing, and Robert Holden spotting.

The convention itself will be held September 16, 17 and 18 at the Royal York Hotel in Toronto. In addition to well-known industry speakers, the sessions will feature a consumer panel.

#

Farewell to Industry: Cecilia E. Scholl, who recently announced her resignation as executive secretary of the Pennsylvania Association of Dyers and Cleaners, is leaving the industry with which she has been associated for 15 years.

Miss Scholl is perhaps better known to drycleaners as "Jane Thomas," former director of public relations

for the Drycleaners Institute of Detroit. She will continue in that capacity for the Capital Bedding Company of Harrisburg, and will carry on public relations activities in Virginia, Pennsylvania, New Jersey and Maryland.

To her many friends in the drycleaning industry, Miss Scholl would like to express her best wishes for continued success. The same to you, Cecilia!

#

South Texans To Buy Film: The South Texas Cleaners and Dyers Association has decided to purchase the Oklahoma association's public relations film, "After the Ball Was Over," for showing in San Antonio. The film is to be available on a rental basis to firms in other communities.

The decision to buy the film followed the July meeting, at which it was shown to the members and guests, including a number of members of the San Antonio Cleaners and Dyers Association.

Also at the July meeting, President J. A. Smith announced the appointment of the following committee chairmen: L. Raymond Powell, public relations; C. L. Battie, labor relations; Jerry Wachob, finances; W. A. Robinson, membership; Karl Drescher, program; William Suberg, welfare; Ray Denison, house; C. L. Bowie, entertainment, and Walter S. Pope, Jr., grievances.

The public relations film has also been purchased by the California Drycleaners Association, which reports that it has already been shown to several service clubs and was very well received. The California group is making the film available to members who wish to show it to clubs and organizations in their own towns.

#

Muncie Cleaners Get Spread: A recent issue of the Muncie, Indiana, *Star* devoted a full page to the drycleaning industry of that town, which is estimated at \$400,000 a year. The 12 photographs which took up most of the page were taken at the plants of the members of the Muncie Dry Cleaners Association, who were listed on the page. The pictures showed steps in the drycleaning process, from marking to bagging, with explanatory captions.

Officers of the association are Clifford Smith, University Cleaners, president; Jerry Keever, Jerry Keever Cleaners, vice president, and George Leitshuh, French Steam Dye Works, secretary-treasurer.

#

Summer Weekend: More than 50 drycleaners, allied tradesmen and their respective wives gathered at Charlevoix, Michigan, July 13-15 for a weekend recreational meeting of the Michigan State Association of Dyers and Cleaners. According to Michael O'Neill, managing director, all who attended appreciated the three days of boating and golf. A feature of the banquet was a talk by Hough Daugherty, line coach of Michigan State College.

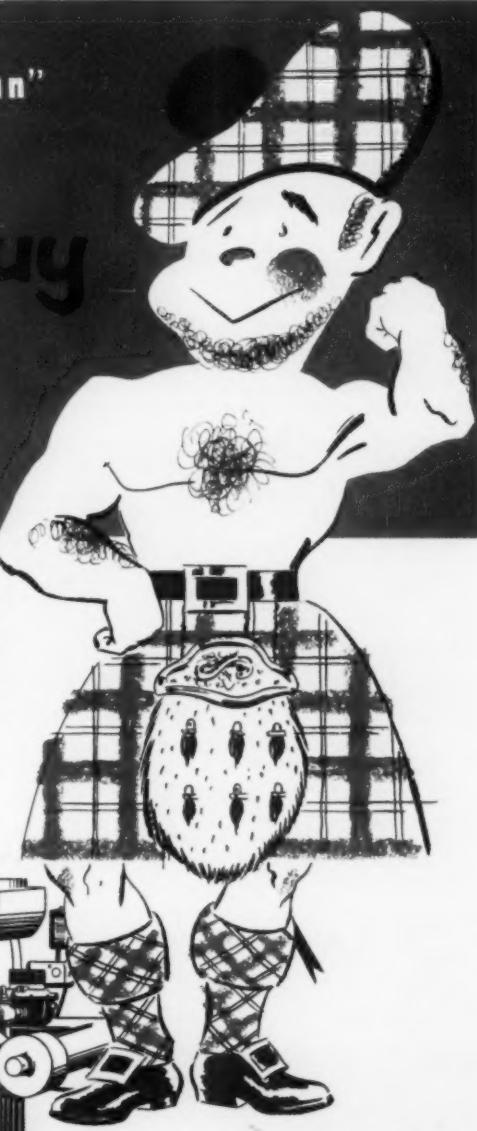
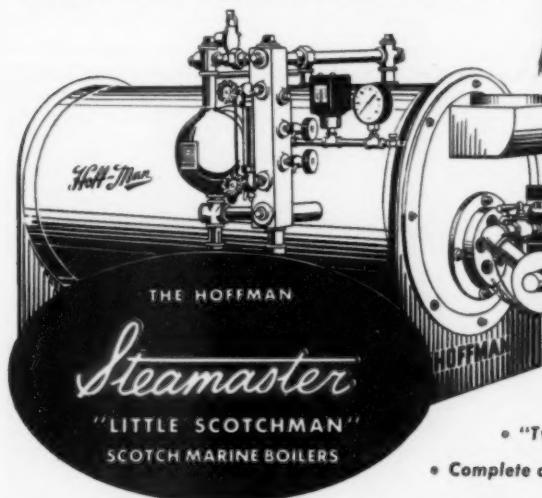
The cup for low score in the golf tournament was won by H. Mathews of Grow Solvent Co. Albin Wen-

the "Little Scotchman"
offers your

BIGGEST BUY IN A BOILER

Custom-Fitted Service to Assure
Exactly the Right Size Boiler
For Your Needs

Naturally you want no more, no less boiler than your steam needs call for. But how can you be sure to get just that? Simple! Because your Hoffman representative is the one person best qualified to know your equipment and your present and future steam requirements, he can recommend most accurately the boiler size just right for you. No over or under capacity. No wasted investment. Get his "custom-fitted" advice and service. Ask him for full details on the thrifter performance of the Hoffman Steamaster "Little Scotchman" models.



- Eight Sizes, from 3 to 50 h.p.

- Fully approved — no lagging or brickwork

- "Two-pass" design saves fuel — lengthens tube life

- Complete and compact — for gas or oil-fired operation

TOPS IN VALUE  ... SINCE 1905

U. S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.

For September, 1951

When writing to advertisers please mention The NATIONAL CLEANER & DYER

drew of Lansing won a cup for the least number of putts, and Ed Messenger of Port Huron edged out Dana Antes of St. Johns for the award for the highest score.

N.I.C.D. NEWS

TV Program in Capital: On July 18 a television program on the American Broadcasting Company's Washington, D. C., station WMAL-TV featured an interview with George P. Fulton, director of research for NICD, by staff announcer Jackson Weaver. The dry-cleaner's difficult problems were explained and modern



TELEVISION INTERVIEW of George P. Fulton (left) by ABC announcer Jackson Weaver. Plant model was also starred

scientific methods used in present drycleaning plants were emphasized.

An interesting prop was a working scale model of a drycleaning unit, lent for the occasion by the U. S. Hoffman Machinery Corporation.

#

Silk Finishing Graduates: On July 27 the twelfth two-week silk finishing course was completed by the following students:

Marysue Barnes, Quincy, Fla.; Marie Bechlen, San Jose, Cal.; Irene Burdette, Beckley, W. Va.; Elsie Davis, Springfield, Ore.; Olinette Everard, Atlanta, Ga.; C.



12th SILK FINISHING class completes two-week course

Franklin Funk, Hagerstown, Md.; Nila A. Hylton, East Beckley, W. Va.; Mrs. Lurlon Jones, Jackson, Tenn.; Helen E. Miller, Dewitt, N. Y.; Gladys Newman, Cullman, Ala.; Percy N. Plylar, Jr., Birmingham, Ala., and Dorothy Schultz, Takoma Park, Md.

Two more silk finishing courses will be given this year, opening November 5 and December 3.

Promotion for CRI Members: The Canadian Research Institute of Launderers and Cleaners is initiating a new series of bundle inserts to be provided to members, for use in customer education.

Second Anniversary of Management Course: When Norbert J. Berg, managing executive of NICD, addressed the graduates of the 15th management class, the occasion marked the completion of two years of the course. Many of the 256 students who have completed the course during the two years have written back to NICD to tell how they are applying the management techniques learned at Silver Spring.

Graduates of the 15th management class are: Cortlyn B. Antonson, Rahns, Pa.; Lee A. Bosher, San Diego, Cal.; Ralph L. Brown, Sioux Falls, S. D.; Earl D. Drotbler, Harrisburg, Pa.; George L. Jaire, Fresno, Cal.; James W. Jensen, Oceanside, Cal.; Bernard A. King, Norfolk, Va.; V. S. Kirkendall, Lubbock, Texas; James D. McCormick, Tulsa, Okla.; Alan G. Milligan, England; Glenn A. Mitchell, Oretch, Ore.; Alfred P. Naeglin, Salt Lake City, Utah; Charles E. Newman,



15th CLASS rounds out two years of NICD's management course



BACK TO SCHOOL for former NICD instructors C. B. Randall (left) and Cortlyn Antonson, both in 15th management class



FRIENDLY COMPETITORS in management course: Ralph Brown (left) and Carl Weit, both plantowners of Sioux Falls, S. D.

Profits out of this world! ...FOR YOU

U-SAN-O IS USED
AROUND THE WORLD

Many millions of dollars of extra business came into U-SAN-O Licencees last year...Why? Because they offered this important U-SAN-O *Plus Service*... "All Garments are Mothproofed every Cleaning with U-SAN-O Insured Mothproofing at *no extra cost*." You, too, can get your share of profits when you offer customers, old and new, U-SAN-O Insured Mothproofing, the year round business builder. This is a complete promotional program designed especially for you. Get it today... You'll have profits tomorrow.

- APPLIED IN THE WHEEL
- NO EXTRA LABOR COSTS
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Hitch yourself to the U-SAN-O Star
Order from your Favorite Distributor or write direct to:



Fully protected by
United States and Canadian patents.



Beeville, Texas; Robert LeRoy Pope, Oklahoma City, Okla.; Albert E. Powers, Norfolk, Va.; C. B. Randall, Ft. Myers, Fla.; Howard Reed, Indianapolis, Ind.; Jesse M. Ruiz, Sault Ste. Marie, Mich.; Calvin H. Rule, Franklin, Tenn.; Robert W. Scheu, Dayton, Ohio; Dan Schultz, Whittier, Cal.; A. Byron Stables, Belpre, Ohio; Carl A. Wait, Sioux Falls, S. D., and Howard F. Williams, Chicago, Ill.

The two students from Sioux Falls, S. D., are the first pair of competitors to enroll in the same management class. Ralph Brown is owner of Brown's Cleaners and Carl Wait of Modern Cleaners.

Competitors is a misnomer for drycleaners Brown and Wait, who cooperate on solving each other's problems in order to offer a better service to their common public. Before leaving Sioux Falls for Silver Spring,

each sent his customers cards explaining that they were both away at school so that they could join together to inform them of advances made in the drycleaning industry.

Also enrolled in the 15th class were two former NICD instructors, C. B. Randall and Cortlyn Antonson. Both are well known in the drycleaning industry.

A graduate of the sixth general course, Mr. Randall became a drycleaning instructor. He wrote the book, "The Drycleaning Department," prepared the first technical bulletin in 1929, was NICD plant superintendent and started the field service department. Because he developed the strong soap solution for drycleaning, he has been called "SSS" Randall. During the war he had charge of the Navy Renovation Service in Honolulu and held the rank of lieutenant commander when he returned to civilian life in 1945. He is now sales manager of Prather's Laundry & Drycleaners in Ft. Myers, Fla., and also co-owner of a plant in Lake Wales, Fla.

Cort Antonson, a graduate of the 39th general course, started in drycleaning at Paris Cleaners in Niagara Falls, N. Y. Before the war he taught drycleaning at Hampton Institute in Virginia. He served as an ensign in the South Pacific in Anti-Submarine Warfare for over two years. He then returned to the Institute as a spotting instructor and became head of the analysis department, a post he held until 1947. He has since been plant superintendent of drycleaning plants in Pennsylvania.

Both men gave the same reason for coming back to Silver Spring as management students—the need for efficient management for the success and improvement of the drycleaning industry.

#

Latest Technical Bulletins: Technical bulletins sent to NICD members in July include T-261 on methods of handling fluted garments, which illustrates how to replace fluting. Bulletin T-262 describes research on adding water on a two-soap process. The bulletin describes results when water was added on the first soap, on the second soap, and when no water was added.

#

First Wool Finishing Course: The first of the new two-week wool finishing courses will begin November 19. The class is slated between the November and December silk finishing courses, so that students who wish to take both can get them in on one trip to Silver Spring.

TWO NEW *Paris Finishers*

give higher production per operator hour of finished quality work than any other garment finisher.

IN BOTH MODELS:

1 NEW, UNMATCHED SPEED AND EASE OF OPERATION

results from having only ONE form and from the new front and back clamps without pins. With a flick-of-the-wrist, they secure and hold the garment's edges.

2 FEWER TOUCH-UPS AND MORE PASS-UPS

combine to yield the high quality work for which the Paris has long been noted.

PARIS
MASTER
\$495.00



CHALLENGE

Let us prove these claims by a demonstration in your plant.

Convince yourself that our *money saving* claims are FACTS. Let your jobber plug a Paris in any light socket; then, even without steam, you can see for yourself how the Paris turns out BETTER work FASTER.

Meanwhile for complete specifications, for description of Paris unique Controlled Pressure, for our statement "Production-Per-Operator-Hour Claims — True or False?"

See your jobber or write us

GARMENT FINISHING EQUIPMENT CORP.

Frank A. Waller, Pres., Sharon, Pa.

Sales Office: 18 Brattle St., Cambridge, Mass.



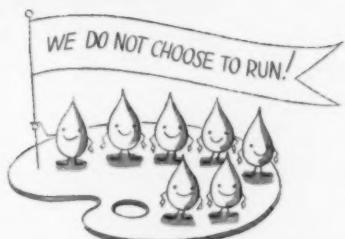
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MODEL

\$395.00

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KARPET-KARE is a new, liquid detergent made especially for on-location carpet cleaning. When used according to the correct Bigelow-taught method—it gives you all these amazing advantages . . .



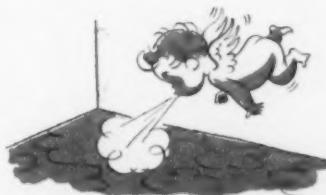
KEEPS COLORS FROM RUNNING OR FADING.
YOU KNOW WHAT A BIG PLUS THAT IS.



NO UNPLEASANT ODOR WITH KARPET-KARE!
NO RESIDUE TO INVITE MILDEW OR RESOILING.



KARPET-KARE WILL NOT SHRINK FIBERS!
SO PERFECT FOR WALL-TO-WALL INSTALLATIONS.



FAST-DRYING! SAVES FUSS AND MESS! SAFE, SURE
KARPET-KARE REALLY REVOLUTIONIZES CARPET CLEANING!

**BIGELOW-SANFORD
CARPET CO.**

140 Madison Avenue, N. Y. C.

**NEW DEALERSHIPS OPEN IN
SEVERAL TERRITORIES!**

If you have a fully accredited cleaning establishment and are interested, write for further details to Department K, 140 Madison Avenue, New York 16, N. Y.

When buying a synthetic drycleaning machine

LOOK

That big 38" cylinder with the special PERK positive drop partition gives me better cleaning!

Attractive, compact, ideal for store-front installation!

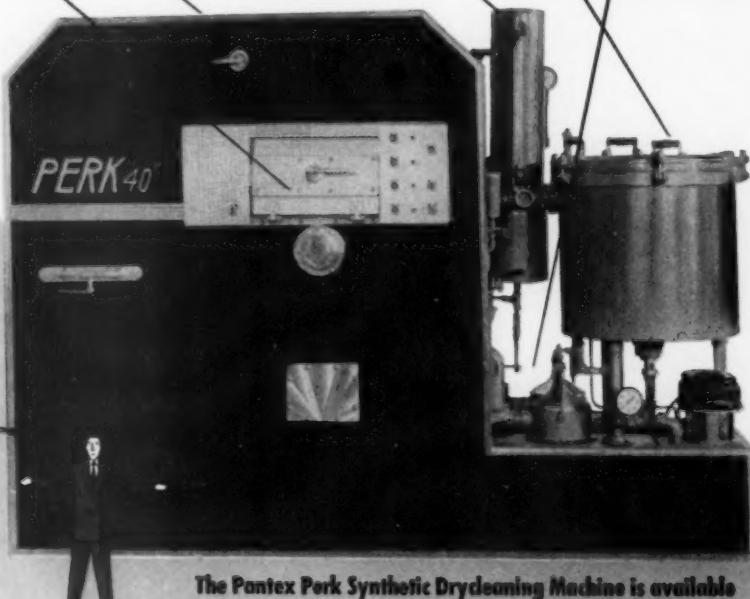
The PERK is specially designed for batch or continuous distillation!

I like the large, horizontal, bag-type filter... easy to clean

The PERK has a separate compartment... keeps the soap out of the filter!



Rugged, welded, stainless steel construction. No vibration, no bolting to floor!



The Pantex Perk Synthetic Drycleaning Machine is available in either the 40 lb. or 60 lb. size.

INSIDE

Only the
PANTEX PERK
Synthetic Drycleaning Machine
HAS ALL THESE FEATURES...

LARGE CAPACITY—40 lbs. per load.

FINEST QUALITY CLEANING—immersion
plus spray.

SPECIALLY DESIGNED FOR DETERGENTS—
separate soap batch compartment provided.

DESIGNED FOR BATCH OR CONTINUOUS
DISTILLATION—still provided as
standard equipment.

CONTINUOUS FILTRATION—complete solvent
change every minute.

LOW SOLVENT COST—95% solvent recovery.

SIMPLE OPERATION—no handling of
wet garments.

MODERN DESIGN—no complicated controls
or mechanisms.

NO VIBRATION—no bolting to floor.

RUGGED CONSTRUCTION—welded stainless steel.

COMPACT—only 8 1/2 ft. x 3 ft. floor space.

COMPLETELY EQUIPPED—no extras to buy.

ATTRACTIVE APPEARANCE—styled for
store-front installation.



EQUIPMENT
THAT INVITES
COMPARISON

PANTEX

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Gentlemen: Please send me further information about Pantex
Drycleaning Systems.

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Address.....

City..... Zone..... State.....

NEWS FOR NOW!! A QUALITY DIRECT USE IN SYNTHETIC



Here is news . . . for every cleaner using synthetic solvents. For the first time, synthetic cleaners can use a dependable, quality water repellent in their regular cleaning cylinder! Garments can now be cleaned *and* treated for water repellency . . . *without* removing them from the cleaning cylinder.

Your customers will want their garments treated with "Aridex" PER . . . because "Aridex" PER makes garments shed water, resist wrinkling, and gives fabrics a pleasing hand. You'll like "Aridex" PER, too . . . because there's steady, repeat business since "Aridex" protection should be renewed after each cleaning.

"Aridex" PER is available now!

Ask your supplier about "Aridex" PER today!

SYNTHETIC CLEANERS...

WATER REPELLENT FOR CLEANING EQUIPMENT

Here is why "Aridex" PER helps you make profits

"Aridex" PER is specifically designed for use in cleaning equipment using synthetic solvents, such as perchlorethylene and carbon tetrachloride.

"Aridex" PER is easily applied to garments in your regular cleaning cylinder . . . by using a storage tank and pump connected to the cylinder.

"Aridex" PER is easily dissolved at 80-90°F., and can be used at room temperatures.

"Aridex" PER does not diminish in strength during use.

"Aridex" PER is concentrated . . . which means lower costs and higher profits.

"Aridex" PER is made by Du Pont . . . a name your customers know . . . and a name that helps you sell quality service.

For cleaning with petroleum solvent . . . use "Aridex" DCN. For laundering and wet cleaning . . . use "Aridex" L Conc. Popular companion products to "Aridex" PER.

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BETTER THINGS FOR BETTER LIVING
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Mail this coupon . . . and you'll receive a copy of our folder all about "Aridex" PER.

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LEGAL DECISIONS

by A. L. H. STREET

Liability for Discharging Employee

Is an employer liable for damages if he discharges an employee before the end of a fixed term for which he has been hired?

In a case decided by the Pennsylvania Supreme Court (*Lavin v. Goldwater*, 70 Atl. 2d 266), the plaintiff was discharged three months after he became manager of the drycleaning department of the plaintiff's laundry. There was no agreement in writing.

At the trial there was a dispute as to whether the plaintiff had been hired for a definite term or not and what his pay was to be. On appeal from a judgment in favor of the plaintiff, the Supreme Court decided that the evidence showed that the parties had agreed that he was to be paid \$75 weekly, plus 20 percent of the net profits, and he was inexcusably discharged.

The Supreme Court thought that the fact that the manager was to receive a percentage of the profits strongly discredited the employer's claim that there was no employment for a fixed term. The court said that a bonus share of profits implied that the contract was not terminable at the will of the employer.

The employer tried to justify the discharge of the plaintiff on the ground that he caused loss of patronage by permitting garments to go out in spotted condition and by delaying deliveries. But the court pointed out that the general volume of business increased steadily while the plaintiff was on the job.

The court also refused to hold the plaintiff responsible for spoilage of garments that were improperly cleaned, because there was no showing that he was in any way at fault. Admittedly he did not do the cleaning himself.

Latent Defects in Fabrics

Is a cleaner liable for deterioration of curtains or other articles where sunlight or other atmospheric conditions had weakened the fabric but the weakness was not detected when the articles were received? Is it necessary to warn the patron against possible unsatisfactory results or to require him to sign a waiver of claim in case of damage?

The applicable court decisions are to this general effect: A cleaner is not rendered liable merely because fabric goes "haywire" in the cleaning process. Ordinarily, however, the burden is on him to prove that the condition of the fabric when received did not indicate that the work could not be done satisfactorily, and that a standard process of cleaning was carefully used. If he knew or should have known that the fabric would probably deteriorate in cleaning, he may be held liable for failing to warn the patron. But if he was excusably ignorant of the risk he is not liable even though he did not notify the patron that the cleaning would be done at the latter's risk or require a signed waiver.

In a leading case (20th Century Laundry Co. v. Scott, 168 N. Y. Supp. 494) the company was exonerated from liability for deterioration of flags when it showed that it had used a standard laundering process. The court said that the company was not bound to prove just what caused the damage, but only that it was not

INVITATION TO THE READER

In this department of *THE NATIONAL CLEANER & DYER* Mr. Street, an attorney, and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney, by citing what the courts have generally decided in similar cases.

at fault. The case was simplified somewhat by the fact that the damage to the flags was confined to the stars, indicating a defective condition of the fabric.

In another New York case (*Heyman v. Barretts, Palmer & Heal Dyeing Establishment*, 156 N. Y. Supp. 418) it was decided that the mere fact that taffeta silk disintegrated in a redyeing process did not prove the dyer at fault. The court said: "The condition might have resulted from the . . . quality and texture of the goods," when they were "subjected to a careful and skillful process of dyeing with good materials and dyes."

Where a customer complained of a spot that she found on a dress about a week after it came back from the cleaner, and it was a matter of sheer guesswork as to what caused the spot, the North Carolina Supreme Court said that the cleaner was not liable. (*Wilson v. Perkins*, 189 S. E. 179.)

Where the cleaner of a coat did not prove that due care had been used the South Carolina Supreme Court decided that he might be charged with damage that developed in cleaning. The court pointed out that it is a simple thing for a cleaner to prove exonerating circumstances, while a customer cannot prove just how the damage was caused. (*Gilland v. Dry Cleaning Co.*, 11 S. E. 2d 857.)

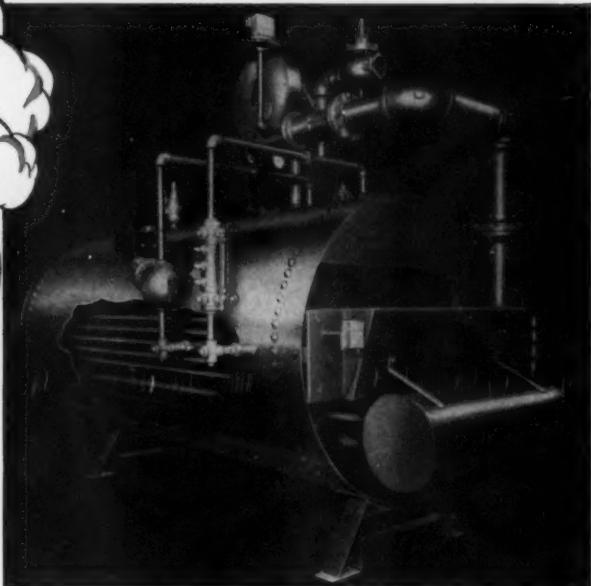
A company had to pay for deterioration of draperies because it failed to show careful and skillful handling, and there was evidence that an employee had assured the customer that the draperies could be successfully cleaned. (*Gugert v. New Orleans Independent Laundries*, 181 So. 653.) In that case, one of the Louisiana Courts of Appeal said what would seem to be equally applicable to cleaners: "It seems clear enough that a laundry should not be held responsible for the damage sustained by materials which are so badly deteriorated at the time of their delivery that they are unable to withstand an ordinary cleaning process, where it has accepted them in the regular course of business and has not been called upon to inspect their soundness."

In another curtain case decided by the same court, another laundry was held liable for the bad condition in which the curtains were returned, because the customer had been assured that they would come out well. (*Webb v. Crescent City Laundries*, 187 So. 323.)

In a New Jersey case the cleaner of a Hudson seal coat was held liable because the fur became hard and brittle and shrank in the cleaning process, but evidently the cleaner failed to offer any proof that proper care had been used in handling the coat. (*Dewis v. Leon*, 13 Atl. 2d 491.)



**Something to get
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Once you know the unusual economy and dependable service available from a Sellers Immersion Steam Boiler you'll understand why this remarkable unit wins enthusiastic approval almost as fast as it generates steam!

The logic and simplicity of Sellers design . . . the efficiency of Sellers immersion firing principle will give you a new concept of boiler service. Whether you require steam for heating, for process purpose, or need a stand-by unit for peak loads, these amazing Sellers advantages merit investigation.

1. *Firing Tubes Are Completely Submerged*
Every square foot of heating surface is effectively water backed. NO water line corrosion.
2. *Maximum Heat Transfer*
Hot expanding gases scour firing tubes

free of dead gas film. Nothing between heat and water but metal.

3. Scale Problems Minimized

Alternate expansion and contraction of firing tubes under intermittent firing cracks scale off surface of tubes.

4. Maximum Safety

No separate enclosed combustion chamber. No explosion hazard. No brick linings to replace. No carbon traps.

Sellers Immersion Steam Boilers are furnished in twelve sizes to meet all standard requirements. All are built to A.S.M.E. Power Codes. Get the complete Sellers story. Write for Bulletin No. 1206-C, today.

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Blast Heaters—Immersion Automatic Water Heaters—Vertical Steam Boilers—Air Heaters—Combustion Units—Industrial Gas Burners—Immersion Tank Heaters—Gas Combustion Equipment.



Dependable DODGE ROUTE-VANS are "Job-Rated" to save delivery time!



Want to cut delivery time and costs? Then switch to a truck that's "Job-Rated" throughout for fast, economical frequent-stop delivery service. Switch to the Dodge Route-Van!

There are plenty of reasons why your Route-Van will start saving you money the day you buy it. For example, there are high, wide doors to make deliveries faster and easier. Big, room-size interiors give you plenty of space for package shelves or hanging garments. And with the Route-Van's extra body width and extra "stand up" height, working the load is a cinch!

Best of all, your Dodge Route-Van will be "Job-Rated" to keep on giving you dependable, economical service day after day . . . year after year.

Better see your nearby Dodge dealer soon. He'll show you why the Dodge Route-Van makes both good sense—and good dollars on your job.

"Job-Rated" TRUCKS DO THE MOST FOR YOU

Exclusive! gyrol FLUID DRIVE!

Available on all Dodge Route-Vans. Saves wear and tear on many, many vital parts! Reduces upkeep costs! Makes driving easier! Gives smoother performance! Lengthens truck life! Ask for a demonstration soon!

MORE LOAD SPACE

for fast, easy loading and delivery.

72" INSIDE WIDTH • 76" INSIDE HEIGHT
but only 96 $\frac{1}{2}$ " OVER-ALL HEIGHT* • 18 $\frac{1}{2}$ "
FLOOR-TO-GROUND* • PLUS 32" SIDE
DOOR OPENINGS *Based on normal loads
with 7.00/16 tires.

Available in 7-, 9 $\frac{1}{2}$ -, and 12 $\frac{1}{2}$ -foot Dodge-built bodies with G.V.W.'s up to 10,100 pounds.

YOURS for the asking



MORE business comes to the cleaner who does the best job—the kind of job that can result only from cleaning solvents "cleaner" with DC Filtrol*



MORE work loads per hour of highest quality when you clean solvents "cleaner" with DC Filtrol

Ask your distributor for DC Filtrol—the all-purpose filter powder—it will be your start toward greater profits and better operations.

DC FILTROL



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* T.M. REG. U.S. PAT. OFF.



NUCLEUS OF SHOPPING CENTER is Andrews cleaning plant and adjacent Style Shop. Car parked once for two store visits

Cleaner Starts "Shopping Center"

Ladies' Wear Store Proves Benefits to
Cleaning Plant of Supplementary Shops

THE FIRST STEP in the expansion program of Mr. and Mrs. L. D. Andrews, operators of Andrews Cleaners in Warrington, Florida, was the opening of a ladies' Style Shop. Planned for the future are a dressmaking establishment, a men's ready-to-wear store, a shoe center and a specialty gift shop to round out a "Little Shopping Center" in this suburb of Pensacola.

The Style Shop was opened in December 1950, as the Andrews had planned when they built their cleaning plant in 1947. With the Style Shop addition



EXPANSION-MINDED drycleaners, Mr. and Mrs. L. D. Andrews, in
cleaning plant store



STYLE SHOP MERCHANDISE is displayed in cabinets along one wall
and across back. Horseshoe counter is 10 feet square, has all-glass
display cases for accessories and gift items



STORE SIGNS, identically framed, sell special cleaning services

**Response to the
New '52 SEC
and SEC-cleanized Story
SENSATIONAL!**

**Have You
WRITTEN
For Your
FREE COPY
of the NEW
DRY CLEANING
PROCESS?**

Hundreds upon hundreds of dry cleaners (both large and small) have already written for and received their copy of the "SEC Story". If you have not yet received yours, don't put off writing for it today. The "SEC Story" gives you *all* the facts on the new '52 fully automatic SEC cleaning units. It gives you *all* the facts on SEC-cleanized, the nationally advertised quality cleaning process that is designed to increase your sales volume. Write today. Send a postcard or coupon below and find out what the "SEC Story" means to you . . . both now and in the future.



For Over 15 Years
Producers Of The Finest
In Synthetic Cleaning Systems.



SEC-a-matic Corp. 55 La France Ave., Bloomfield, N.J.
A General Precision Equipment Corporation Subsidiary

Please send me my copy of the "SEC Story" including specification
sheets, promotion material, etc., on the New '52 SEC and SEC-cleanized.

NAME _____

STORE NAME _____

STREET _____

CITY _____

ZONE _____ STATE _____



the building now has a 58-foot drive-in front, beautifully landscaped and set far enough back from the road to allow convenient parking for 20 to 30 cars. The cleaning-plant store occupies 21 feet of the front, and the Andrews have a small office in the middle. The Style Shop uses 27 feet on the other side, and extends back 25 feet. The entire building has a depth of 95 feet, with the space at the rear of the dress shop used for an expanded finishing room.

Before opening the Style Shop Mrs. Andrews made two trips to New York to buy merchandise. The fixtures for the shop cost \$3,000, and another \$7,000 went for the stock.

For the opening of the new shop the Andrews sent out 500 invitations to a selected list of their regular drycleaning customers. During the opening week over

1,500 people registered, and volume has been good from the opening day.

The dress shop is staffed by one experienced saleslady, with Mrs. Andrews helping out when needed. A girl from the plant is being trained to sell and will double when business is heavy.

Mrs. Andrews sees many advantages to the joint operation. First, the overhead is small because of much duplication of services, such as janitor, yardman, and extra help when needed on the floor. On advertising and customer promotion there is no scattering of shot. The same advertising handles both businesses, also the same management and supervision.

Under the same roof the customer of the cleaning plant can bring her garments to be cleaned, stop and shop without a parking problem. The Style Shop guarantees the cleanability of everything it sells.

The cleaning plant is doing a better than \$50,000 annual volume with 75 percent drop-in business. The business has been built by promoting high-quality work.

A special "hand-cleaning" for fine clothes is offered at an additional charge of 50 cents. Through store signs, displayed in frames on three walls, this service and a garment-storage service are sold to the customers. Garments are cleaned at the regular charge, then mothproofed, sealed in a mothproof bag and stored for a charge of 50 cents for each \$25 value. For example, a \$150 wool coat will be mothproofed and stored for six months for \$3.

Counter girls are required to suggest hand-cleaning service to all customers bringing in garments in the higher cost bracket. For 60 days before the wool storage season all customers are asked about having wools mothproofed and stored.

"Customers do read the store signs," Mr. Andrews said. "We have made repeated checks by using different signs and removing all signs which stress one particular service. Then, too, the signs help to condition the customer so he is more open to suggestions made at the counter.

"Of course, the big boost in volume for a special service comes from suggestions at the counter. We are finding now that sales suggestions at the dry-cleaning counter take customers through the door into the Style Shop. In selling clothes in the shop, the salesgirl always suggests our drycleaning. It is the theory of this type of merchandising which prompted us to plan a 'Little Shopping Center' around our drycleaning plant." ##

Another Haertel Air Master DEHUMIDIFIER

BY THE MAKERS OF THE FAMOUS "VAULTMASTER"
DEHUMIDIFIERS, STANDARD IN MANY INDUSTRIES
SINCE 1938.



No More "Lost Creases"

Even during the most humid weather, you may now keep your finished work in prime condition 'till the moment of delivery. Keep customer satisfaction; keep the gains you make by careful finishing of garments, retaining crispness, keeping creases sharp. Here is a practical, inexpensive solution to a difficult problem. The HAERTEL AIR-MASTER model 50-B is a new advance in the art of drying air mechanically. Its "Ratio-damper" gives peak performance at any space temperature from 65° to 95° F. A third heat exchange element permits a part of the work done in cooling the entering air down to dew point, to be recovered. This cuts down refrigeration load. The 50-B challenges all comparisons for efficiency and economy.

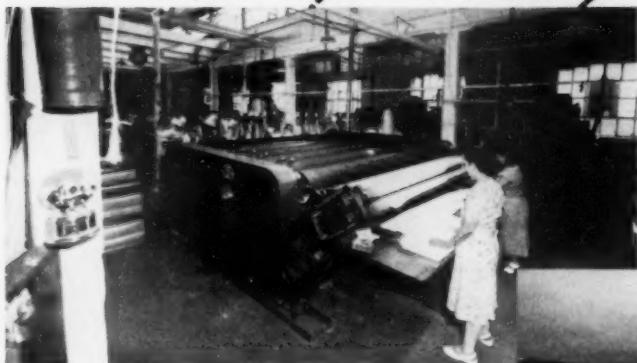
- No special wiring—just plug it in!
- Removes as much moisture as 7 or 8 "appliance" type units—at one-half the power consumed!

Write today for the whole story.

WALTER HAERTEL CO.

2840 4th AVENUE SOUTH, MINNEAPOLIS 8, MINN.

TAKE YOUR PICK



OUTPUT
UPPED
77%

1
MACHINE
DOES WORK
OF 2

25%
LESS LABOR
NEEDED



Showing the 6-roll flat-work ironer at National Cleaners and Dyers, Milwaukee, Wis. Inset shows Armstrong trapping which produced the above results.



NATIONAL CLEANERS & DYERS, Milwaukee, Wis., Got Them All With Armstrong Unit Trapping

BEFORE ARMSTRONG: one 6-roll ironer operating at 36-38 ft. per min. turning out 185 lbs. each hour. A large 2-cylinder ironer supplemented this. 12 girls were required for both machines. A single trap (not Armstrong) drained the 6-roll.

NOW: the 6-roll operates at 55 ft. per min. turning out 327 lbs. each hour on the average. The 2-cylinder is held in reserve. 9 girls instead of 12 are all that's needed.

HOW: two Armstrong No. 812 traps drain the first two rolls and four Armstrong No. 811's drain each of the remainder, pure and simple Armstrong Unit Trapping.

Here, then, is probably the simplest and most effective way to secure *all* the capacity that was built into your machines. If production and savings like this interest you be sure to contact your nearby Armstrong Representative.

ARMSTRONG MACHINE WORKS

850 Maple Street • Three Rivers, Mich.

IMPORTANT!

BULLETIN No. 1931 FREE
Armstrong Bulletin 1931 explains fully why Armstrong Steam Traps accomplish results. It's a fact and figures booklet, complete with trap sizes and recommendations.



Send
For It
Today

ARMSTRONG STEAM TRAPS

For September, 1951

When writing to advertisers please mention The NATIONAL CLEANER & DYER



AMPLE CURB SPACE for parking at front and side of Fashion Cleaners, Salt Lake City

Parking Pulls Patronage

Advertising Program for Cash-and-Carry
Plant Built Around Curb-Space Advantage

THE BIGGEST DRAWBACK to the drycleaner's cash-and-carry business is the customer's fear of not finding a parking space, according to Al Mackie of Salt Lake City, Utah. With stepped-up defense-plant operation, more people working night shifts, and more members of each family working, he believes now is the time to drive for cash-and-carry business through advertising your better parking facilities—if you have them.

The slogan Mr. Mackie uses for his Fashion Cleaners advertising is: "Stop—hop out—and be on your way in a

jiffy." To put over this idea he uses several short radio plugs daily, timed to come before and after the news.

Fashion Cleaners is in a semiresidential area, on a corner of a main thoroughfare leading from the city's chief residential district to the business section. There are 200 feet for parking in front of the plant and on a side street to the alley.

The counter girls and plant manager make it their business to see that people who are not bringing or calling for cleaning do not park in front or at the side of the plant.

"We have a little trick that we use here," Mr. Mackie said. "Besides furnishing a nice way to keep our parking open, it gets us a lot of new business."

Parkers who are not customers are given a printed and numbered card, reading:

"We are trying to keep the parking space in front and at the side of our plant open so our customers can stop—hop out—pick up their cleaning—and be on their way in a jiffy.

"We sincerely appreciate your helping us. The next time you are over this way bring along a suit or plain dress and this card. Stop—hop out—and be on your way in a jiffy.

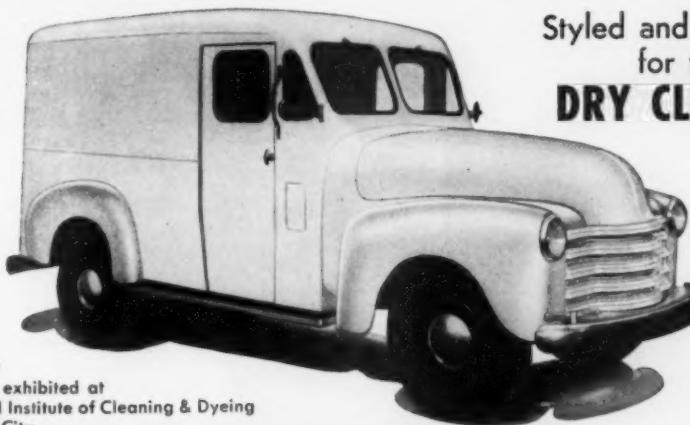
"And just to show you that we mean what we say about appreciating your help, we would like to do this work for you with our compliments."

Mr. Mackie says there has been only one person in two years who did not gladly move his car. About 25 cards per year are given out.

Volume at Fashion Cleaners is all cash-and-carry. No discount is given. In fact, prices run 25 cents per



OWNER AL MACKIE is a past president of Utah cleaners and active in association work



Styled and Designed
for the
DRY CLEANER

MODEL
405

Width ... 58"
Height ... 57"
(Center)
Length ... 75"
(At floor)

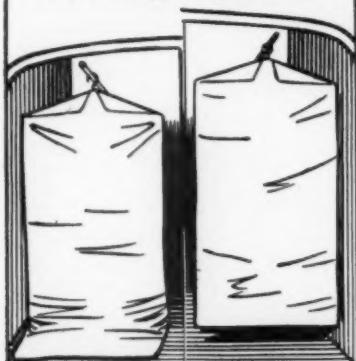
This unit
recently exhibited at
National Institute of Cleaning & Dyeing
Atlantic City

Montpelier

----- *Presents the* -----
New, Exclusive

Dry Cleaners' Delivery Unit

**Need More Height
for
Those Longer Garments?**



**MONTPELIER Gives You
that EXTRA HEIGHT
You Need**

**ARRANGED ON
1/2-TON CHASSIS
of YOUR Selection**

New Styling, New Beauty

Montpelier has designed these new Side-Aisle Bodies with modern clean flowing lines that give your Delivery Vehicles real "eye appeal" ... building business prestige for you—while saving drivers' time and holding delivery costs to a minimum.

Greater Practicability, Convenience

MORE STOPS . . . LESS FATIGUE

Montpelier's Full Side-Aisle across driver's compartment—at running board level—provides more headroom, greater accessibility from either side. Bucket type seat on swivel pedestal, easy operating sliding doors with grab handles, and many other convenience features contribute to drivers' comfort and reduce fatigue.



PHONE, WIRE OR WRITE FOR FULL DETAILS

THE MONTPELIER MANUFACTURING CO., MONTPELIER, OHIO

garment higher than the average for the city; \$1.15 for men's suits and \$1.25 for ladies' plain dresses and suits.

"It has been our experience," Mr. Mackie says, "that within a reasonable range, price makes no difference. Turn out a good job, have it ready when the customer comes for it, and charge enough so you show a reasonable profit. Let your competitors worry about prices. You worry about keeping clear parking in front of your plant!"

Promotion by Claim Payments

There are four counter girls at the Fashion Cleaners store. Each girl is authorized to settle claims except in the case of an unusually large one or a claim that

"smells" of an irregularity. Behind the store partition there are signs which read:

PROMPT PAYMENT OF CLAIMS IS OUR BEST ADVERTISEMENT

If a garment is reported lost ask for a week in which to find it. Get the phone number. Post this in your claim reminder card file. On the 6th day call up and ask the customer to please stop in. Tell her that you have found the garment, or tell her you want to pay her for it.

If it is a damage claim remember our rule: "Let's pay 'em off and make 'em happy."

Claims at Fashion Cleaners run about half the percentage reported as the nation's average by the National Institute of Cleaning and Dyeing. Mr. Mackie feels that the amount used in settling claims should be charged to advertising.

Radio Promotion, Too

The only other promotion consists of the daily short radio plugs and a 15-minute daily broadcast from November through March. Without some plugging, volume for this period is around \$250 per week lower than for the rest of the year.

Commercials on the 15-minute daily program go after specials, such as winter cleaning of household furnishings. When large parties are slated, the programs start a week ahead plugging formal clothes.

The radio plugs and 15-minute show cost about \$250 per month, holding this budget item to below 3 percent. Mr. Mackie says the cost of the winter program is too high when figured against results except for the fact that it allows him to keep the same staff the year through. Also, he gains a few new customers by pushing for the household cleaning specials.

The parking facilities at Fashion are stressed also in the commercials on the 15-minute programs. They all include the "stop-hop out—and be on your way" line.

Sold on Slogan

One other slogan has been used by Fashion since the first day the plant was opened: "Salt Lake's First Name in Drycleaning."

"We have used that one so much," Mr. Mackie says, "we've sold ourselves on it. That, of course, is bad, because you must keep a sense of balance and humor if you want to stay in the cleaning game. But seriously, I do think that an endorsement statement like this, pounded home day after day, is good advertising." # #

FROM SHIRTS
TO SHORTS

You clean them faster, more profitably with the aid of I-R equipment!

I-R Motorpumps:
Latest design improvements enable you to actually use smaller I-R Motorpumps to do the work of other type pumps with higher horsepower. This means lower first cost, savings in space, weight, and power consumption.

I-R Compressors:
Records from many cleaning establishments prove these compact units deliver more compressed air per horsepower and with lower maintenance costs. It costs you nothing to investigate—drop us a line for engineering data, now!

Know your I-R Laundry Equipment Supplier—put his experience backed by I-R engineering know-how to work for you.

Ingersoll-Rand DAZ-5

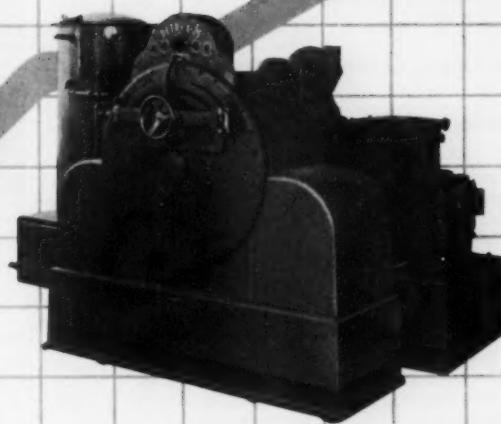
11 Broadway, New York 4, New York

FROM PUMPS
TO COMPRESSORS...

I-R EQUIPMENT MEANS PROFITABLE CLEANING OPERATIONS

Build
Business

with



DETREX "Package Plant" Operation

The trend today is toward "package plants." This decentralization—taking the plant to the customer—is paying off for individual plants as well as chains.

And only with the Detrex Process can you get all this:

- 1 30-minute service is only possible with Detrex—a big business builder.
- 2 High production—at low cost. Regent 120 lbs. per hr., Coronet 72 lbs. per hr.
- 3 Ruggedly built like a battleship.
- 4 30 years in the business assures continued service and parts.

BUILD WITH THE DETREX PROCESS!

DETREX
DRY CLEANING
Process

DETREX CORPORATION
Box 501
Detroit 32, Michigan

Rush me the profit story on the Detrex Process.

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

157

How To Make Membership Pay

Gets Full Value by Using Services for Promotion, Better Customer Relations

by LON FANALD

WHEN YOU JOIN AN ASSOCIATION it's foolish not to get your money's worth, according to Tom O'Hagan, operator of O'Hagan's Cleaners at Garvey, California, a suburb of Los Angeles. Mr. O'Hagan joined the National Institute of Cleaning and Dyeing three years ago, and has since been making profitable use of the various services to members.

At O'Hagan's plant all the NICD technical bulletins go into a folder which is kept on a desk at the rear of the finishing room for the spotter and cleaner.

The bulletins, especially those dealing with fabrics and carrying samples, are also most effectively used in the store. In Mr. O'Hagan's own words:

"One of my customers sees a dress in Bullock's (a Los Angeles quality store) marked for say \$85. She goes on down the street and sees something that looks like the Bullock dress for \$15. A bargain? She buys the dress and we get the cleaning.

"There's a good chance that one of two things will happen: Either we have trouble with the dress, or we find out after we've taken it in, but before we clean it, that we had no business accepting it.

"Now Mrs. So-and-So is a good customer of ours. We want to go light when it comes to forcing *our* opinion as to the fabric, or the fact that she got her dress at a cutrate store and drew a lemon.

"But in the Institute bulletin service we have an out. We locate the bulletin dealing with this customer's particular fabric. We mark the page and sample with a tab carrying Mrs. So-and-So's name. Then we let the bulletin and the fabric sample tell her what we can't tactfully tell her.



TECHNICAL BULLETIN with fabric sample helps Tom O'Hagan explain to customer difficulty in cleaning new dress

"The printed word, backed by the reputation of the National Institute and a sample of a similar fabric, do the job. In every case where we have had trouble with a garment, have shown the customer the bulletin on that fabric and let her examine a sample, *we have had no trouble with the customer*. There are no claims. And that's more than I could say before we started using the Institute bulletins."

Mr. O'Hagan takes advantage of his membership in a great many ways. He uses the NICD accounting system. All advertising copy and letterheads carry this line: "Member National Institute of Cleaning and Dyeing."

Recently Mr. O'Hagan installed a new solvent cleaning plant. He intends to have his solvent tested periodically at the Institute laboratory. But he is getting more out of this service than just having his solvent tested. He is using the testing service and a bottle of crystal-clear solvent to do a swell job of store advertising, as demonstrated by the poster illustrated here.

"I get my money's worth from my yearly dues every month, sometimes several times a month," Mr. O'Hagan says. "If you want to get full value out of an Institute membership, all you have to do is take advantage of a few of the services you are offered." # #



NOT SO BAD, concludes customer after study of bulletin. Mr. O'Hagan says bulletins save owners of problem garments as customers



INDEXED BULLETINS help spotter and cleaner handle problem fabrics. Here spotter checks garment against bulletin fabric sample

DID YOU KNOW ?
THAT OUR SOLVENT IS
TESTED PERIODICALLY
FOR US IN THE LABORATORY
AT THE
NATIONAL INSTITUTE
OF
CLEANING AND DYEING
SILVER SPRING, MD.

O'HAGAN'S CLEANERS

STORE POSTERS like above create much interest, do good advertising job. Actual bottle of solvent is fastened to sign with elastic tape



The present defense economy has placed Carbon Tetrachloride, and all other Chlorine derivatives, in extremely tight supply. As has all the chemical industry, Stauffer plants and personnel have been working long and hard to meet this extra demand. But chemical production entails tremendous expenditures of time and effort. You can be sure that Stauffer is doing its level best to meet the requirements of its distributors in the dry cleaning industry.



ZOL Specialty Carbon Tetrachloride
Base Drycleaning Mixture

STAUFFER CHEMICAL COMPANY

420 Lexington Avenue.....	New York 17, N. Y.
221 North LaSalle Street.....	Chicago 1, Illinois
824 Wilshire Boulevard.....	Los Angeles 14, Calif.
636 California Street.....	San Francisco 8, Calif.
424 Ohio Building.....	Akron 8, Ohio
APOPKA, FLA. • NO. PORTLAND, ORE. • HOUSTON 2, TEX. • WESLACO, TEX.	

(Continued from page 20)

committee that developed the proposed American Standard, stated that the committee tried to cover all the elements entering into the characteristics of a fabric, such as strength, permanence of finish, flammability, water repellency, grease resistance, shrinkage, dyeing, printing and finishing.

Mr. Stein and Mr. Gelnaw pointed out the advantages the standard will have for drycleaners and laundrymen by giving them the information necessary for safe drycleaning and laundering of rayon items.

Miss Chapman emphasized the informative labeling tags which use of the standard would require as an aid in helping the consumer to know what she is buying.

Speaking for the housewives, Mrs. Lauson pointed out that even a professional buyer needs help to recog-

nize satisfactory goods. The tags and permanent informative labeling, she pointed out, will allow the consumers to see at a glance that the products are backed up by certification and labeling.

It is expected that the proposed standards will be adopted by the end of this year.

The trade relations department of the National Institute of Cleaning and Dyeing assisted in the preparation of the television show.

#

Meeting on Cotton-Carpet Cleaning: A meeting of the National Institute of Rug Cleaning and the Tufted Textile Manufacturers Association, held July 16 and 17 at Silver Spring, Maryland, was attended by representatives of cotton rug manufacturers, dye producers, rubber backing manufacturers, rug cleaners and retailers.

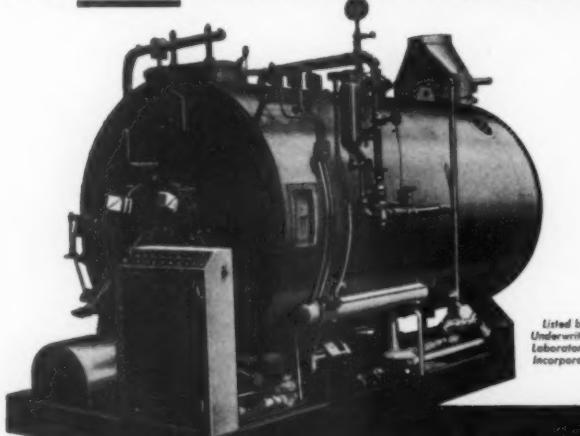
The meeting had two purposes: to set up a program for the improvement of cotton floor coverings, and to establish an extensive test program to judge the wearing qualities of cotton rugs when subjected to various types of cleaning. The tests will determine recommended practices for cleaning cotton rugs and carpets. The rugs will be test-cleaned by on-location methods (wet and dry), by plant methods (rotary brush and machine), by the drycleaning process and by the laundry wheel process.

The dye and backing suppliers expressed the wish to cooperate closely with rug manufacturers to produce the best possible cotton floor coverings. It was decided to hold a second meeting in August, to which dye and backing representatives would be invited for further discussion.

The entire group visited two Washington rug cleaning plants, E. P. Hinkel and Company and Arcade-Sunshine Company, for a demonstration of rug cleaning. On the second day a tour was made of the NIRC facilities in Silver Spring. The NIRC testing program was presented to the TTMA group, and it is expected that official approval will soon be granted and the program will get under way.

Co-chairmen at the meeting were Harry A. Gross, Lincoln Rug Company, Newark, N. J., and E. T. Barwick of E. T. Barwick Mills. Others present at the meeting were W. Herschel Griffin, Dalton Rug Mills; Ira N. Nochumson, Monarch Rug Mills; S. E. Swanson and Ralph A. Rhodes, Georgia Rug Mill; Henry C. Ball, executive vice president, TTMA; J. Ives Akers,

For YOUR Plant Power and Heat...



Listed by
Underwriters'
Laboratories
Incorporated

The NEW

TICOSTEAM GENERATOR

- FULLY AUTOMATIC OPERATION
- LARGE HEATING SURFACE
- HIGH THERMAL EFFICIENCY
- BUILT-IN OPERATING SAFETY

Fully automatic operation and simple push-button controls make the TICOSTEAM Generator remarkably easy to run in top condition always—a great advantage in the smaller plant. You'll appreciate the heating surfaces of 5 sq. ft. per horsepower . . . very high thermal efficiency . . . exceptionally quiet forced draft operation . . . the many safety features! Get the detailed facts in Bulletin No. B-3100, and let us quote on the TICOSTEAM meeting your needs—without obligation.

Designed for:
LIGHT OIL • HEAVY OIL
NATURAL GAS
MANUFACTURED GAS
BOTTLED GAS
or any combination of
these fuels

THE TITUSVILLE IRON WORKS COMPANY

A Division of

Struthers
Wells

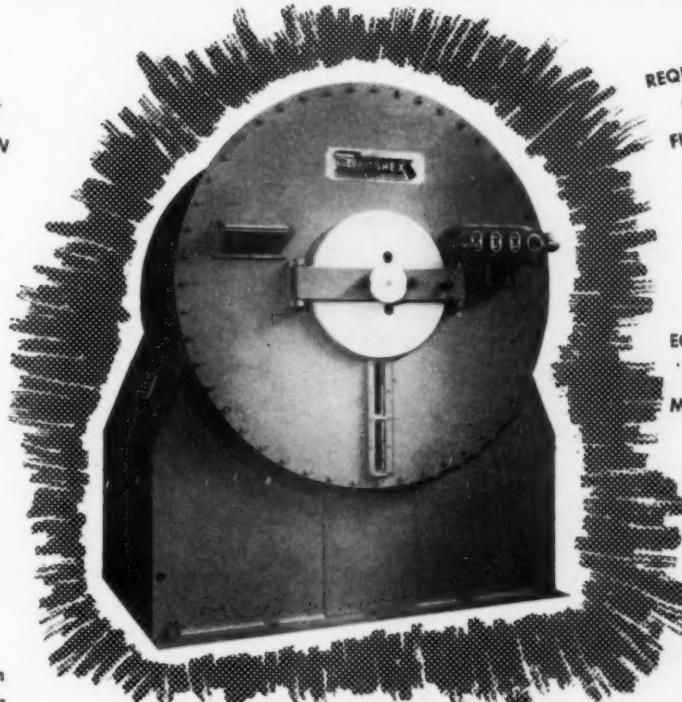
TITUSVILLE, PENNSYLVANIA

Representatives in Principal Cities

The New 100 lb. Open End Washex Combination Washer-Extractor saves over 50% on labor cost alone!

EASIEST
OPERATION
POSSIBLE

GREATEST
LABOR
SAVING
50% PLUS



REQUIRES ONLY
57" x 66"
FLOOR SPACE
76" HEIGHT

CAPACITY
EQUIVALENT TO:
1-36" x 54"
METAL CYLINDER
WASHER
PLUS
1-40"
EXTRACTOR
ALL IN ONE

Now—Cleaners can have the most compact and efficient floor space and labor saving combination washer-extractor possible to construct.

Washex has met with enthusiastic acceptance by large and medium size cleaning operators for more than two decades.

This new 100 lb. Open End Washex now makes it possible for the smaller cleaner to enjoy the economies of Washex operation.

WASHEX BENEFITS MADE POSSIBLE BY THE FOLLOWING 6 FEATURES:

1. No cylinder door to stop and spot.
2. No drain boards.
3. No handling of solvent soaked garments.
4. Smallest possible floor space.
5. Direct washer to tumbler operation possible. Think of what that means — no chutes, drain trucks or baskets.
6. Labor costs cut in excess of 50%.



FABRIC LAUNDRY AND DRY CLEANING MACHINERY CORP.

192 BANKER ST. BROOKLYN 22, N. Y. EINSTEIN 9-6154

Dalton Spread Laundry; Paul M. Jones, sales promotion manager, National Cotton Council; Douglas C. Cochran, Southern Latex Corp.; Matthew J. Babey, American Cyanamid Co.; E. Pierce Ward, Ciba Company; George M. Dee, Dee's Adhesives and Chemicals.

Also, Arthur R. Williams, Charles A. Sylvester, H. Herman Abernathy and Paul Hartsfield, all of E. I. du Pont de Nemours and Company; David B. Ekstron and J. H. Troutman, Geigy Co.; L. W. Campbell, Testworth; Mr. Siskin, Allied Stores; P. A. DeBiase, Sears, Roebuck and Company; Charles H. Brown, Jr., The C. H. Brown Company, New York; Roderick L. Bullen, Albany Carpet Cleaning Co., Allston, Mass.; Melvin A. Viner, Arcade-Sunshine Company, Washington, D. C., and Richard M. Powell, executive secretary of the NIRC.

PREPARE NOW FOR THE YEARS AHEAD



**SAVE 1/3 on
Washing and
Spotting Time**

FEATURES

All steel cylinder; all steel shell; self-aligning roller bearings; double doors with unloading shelves; noiseless; pivoted drive.

ZEPHYR IMPROVED DRY CLEANING WASHER

For real value . . . no other washer equals this new, improved dry cleaning washer by Zephyr. It's faster, turns out more work and costs less to operate. Actually it PAYS FOR ITSELF OUT OF SAVINGS. Prices and terms you can easily afford. Immediate deliveries on all sizes from 30" to 54" diameters, any length. Write for details at once!

**WRITE, PHONE, WIRE FOR NAME OF
ZEPHYR DISTRIBUTOR NEAREST YOU**

ZEPHYR LAUNDRY MACHINERY CO.

LASALLE AND HURON STREETS • CHICAGO 10, ILL.

Course Offered in New Jersey: The Essex County (N. J.) Vocational and Technical High Schools are again offering a course in the theory and practice of cleaning and spotting. Approved by the Wholesale Cleaners and Dyers Association of New Jersey, the course is especially planned to improve the skills and trade knowledge of industry personnel. Such subjects as fabric identification, spotting techniques and chemistry of drycleaning are emphasized.

The instructor, Abraham Cornfield, is a former plantowner and now a consultant to a number of firms, and has had a long and varied experience in the industry.

The classes will be held two evenings a week, starting September 17, at the Essex County Vocational and Technical High School, 300 N. 13th St., Newark, N. J.

There is no tuition charge for industry employees who work or live in Essex County. Other students pay a small fee.

#

That Minimum-Price Law: The minimum-price-fixing provision of the California drycleaners' act received another blow, following the decision in a San Francisco case declaring it unconstitutional, as reported last month. The Second District Court of Appeals in California upheld the previous decision of Superior Judge Hanson, who in a test case brought by several Los Angeles cleaners had also declared the provision unconstitutional.

The decision was unanimous, with Presiding Justice Moore and Associate Justices McComb and Wilson declaring for the "price cutting" drycleaners and against the State Board of Dry Cleaners. The Appellate Court Decision read, in part:

"Because the minimum price-fixing section of the Dry Cleaners Act was not inserted for the general welfare and does not contemplate that the board should consider the quality of service, the location of the shop, the rental it pays, the economic status of its patrons or its overhead expenses, but because it places all potential customers in the same category and makes no provision for the man of meager income to obtain drycleaning service at a reasonable charge, it is of no benefit to the public and its enactment was a detriment."

The judgment also was based on a legal point, that the legislature had delegated its own authority by giving an administrative agency the authority to establish minimum prices.

An interesting sidelight on the case was that both lawyers were women. The drycleaning

firms were represented by Adele I. Springer and the State Board of Dry Cleaners by Mrs. Alberta Gattone, deputy attorney general.

The California Drycleaners Association bulletin reports that the loss of the appeal does not mean a final settlement of the question of constitutionality. The state board will appeal to the California Supreme Court. If the highest court of the state also declares the provision unconstitutional, the bulletin states, it will be up to the industry to work out amendments which will make the law constitutional, and to persuade the legislature to pass such amendments.

In Oklahoma, a similar minimum-price provision in the state's drycleaning law has apparently been accepted by the state's drycleaners; at any rate, no such test cases have been reported. However, an Oklahoma drycleaner was recently called up before the state board because he had offered free clothing storage. This, the board contended, was a possible violation of the minimum-price law. The board also charged that the cleaner's advertising of free storage was misleading, since he did charge for insurance and had no storage vault, while the cleaner stated both of these facts were known to his customers.

If the cleaner is found guilty of violating the law, his license could be revoked by the state board. At the time of writing the board had not yet handed down its decision.

#

Public Service by Drycleaners: For the second year B. F. Agee, vice president and manager of Vogue Cleaners and Laundry, Tampa, Florida, has been named to head the Commercial Division of the local Community Chest campaign. The Commercial Division is made up of cleaning plants, laundries, hotels, restaurants, theaters and real estate groups. The division passed its quota last year under the leadership of Mr. Agee, who has been active in Community Chest and other civic affairs for the past ten years.

Henry Foussard, president of Model Launderers and Cleaners, St. Paul, Minnesota, has been appointed chairman of the St. Paul group of the Young Presidents' Organization, according to H. J. Dow, director and Midwest chairman of the group. The Young Presidents' Organization, formed earlier this year, is composed of men who became presidents of large firms before reaching the age of 39 and who are not over 43 years. The companies must have a minimum of \$1,000,000 annual sales or employ at least 100 people.

Research on Cotton Drycleaning: A two-year research contract to improve the utilization of cotton has been awarded by the U. S. Department of Agriculture to the Institute of Textile Technology, Charlottesville, Va., it was announced by Dr. Jack Compton, technical director.

The new project will attempt, under the supervision of the Southern Regional Research Laboratory of the Department of Agriculture, to develop more effective methods of drycleaning cotton fabrics. A good method of drycleaning cotton fabrics will improve the competitive position of cotton fabrics in many uses now limited by drycleaning difficulties. Improvement of this nature, the announcement states, would be most effective in the quality goods field, and would also bring about a wider use of cotton yarns.

tising Aids. Many cleaners have told us that rug cleaning quickly became the most profitable part of their business.

A Bright Future

Business from your present customers is only a beginning. Aggressive advertising will bring you plenty of new business . . . not only from homes, but also from stores, theaters, hotels, apartment buildings, lodge halls, churches, etc. HILD helps you advertise at small cost . . . by furnishing newspaper ads, radio announcements, postcards, circulars and many other Sales and Adver-

Easy to Get Started

All the HILD Equipment you need to get started can be bought with a down payment as low as \$350. HILD Equipment is used by leading rug cleaners all over the country. Don't delay! Mail the coupon today for complete information on this big-volume, money-making business.

Mail TODAY for FREE CIRCULAR!

HILD FLOOR MACHINE CO., 740 W. Washington Blvd., Chicago 6, Ill.

Gentlemen: Please send your free circular "RUG CLEANING . . . the Business with a Future."

Name _____

Address _____

City _____ State _____ NC-9



Like



**YACHTING and the
NEW YORK YACHT CLUB**

STOD-SOL

and STOD-SOL Test Bundle Service

**GO
TOGETHER**

Since the first America Cup race a century ago, the New York Yacht Club has led the nation's yachting. Leading the nation's drycleaning solvents is STOD-SOL, the original Stoddard solvent. For a flying start in the race for more business, let the STOD-SOL and "Test Bundle" Service combination guarantee highest quality workmanship and operating efficiency. Ask your nearest STOD-SOL distributor for details.



ANDERSON-PRICHARD OIL CORPORATION

PRODUCERS  REFINERS

OKLAHOMA CITY, OKLA.

NEWS NOTES in the TRADE

Hammond Employees Finish Training Course



Left to right: E. L. Williams, Ed Wheldon, O. C. Strahan, Roy Cone, William S. Hammond, Ben Steig, Fred Winslow, C. A. Stevens, and D. L. Belcher, field instructor for courses

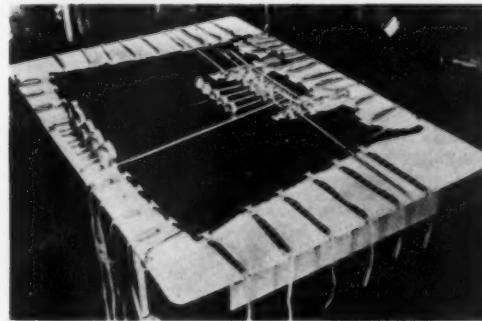
Six employees of the Hammond Laundry-Cleaning Machinery Co., Waco, Texas, recently received certificates from Texas A & M College for completion of a four-year supervisors' training course. The six graduates are all department supervisors with Hammond, which became the first industry in the country to complete the entire five phases of the course. The employees were William S. Hammond, president, and Fred Winslow, vice president of the

The employees were honored at a dinner given by officers

of the company at the Roosevelt Hotel in Waco. E. L. Williams, vice director of the Texas Engineering Extension Service, was the guest speaker, and Roger N. Conger, Hammond's executive secretary, served as toastmaster. Also on hand to congratulate the employees were William S. Hammond, president, and Fred Winslow, vice president of the

company.

Fur Forming Machine Introduced by Haertel



A new portable forming machine for use by fur manufacturers, repairers and restylers has been introduced by Walter Haertel Company. The machine is designed to reform out-of-shape garments without tacking, pinning, nailing or the use of elastic. It is said to completely reform a garment in two hours or less, and to turn out a perfectly finished garment without kying skins or repeating forming operations.

Called the Form Master, the new machine puts two to six flares in the back of coats,

permanently, by specially designed perforated aluminum forms. It is said to assure perfect alignment of flares without repeated fittings or adjustments. Crooked coats can be squared up quickly and accurately and diagonal fronts corrected.

Flare forms are held securely in place with zinc-plated spring bars held at each end of the forming table by adjustable clamping bars. Forms are adjustable to any type or size garment.

The working surface of the Form Master totals 35 square

feet. The unit consists of a three-piece hinged work table measuring 84 by 60 inches with two folding leaves. Completely portable, the unit measures only 35 $\frac{1}{2}$ by 60 by 26 $\frac{1}{2}$ inches when not in operation. It can be folded up when not in use. Heavy-duty ball-bearing casters enable it to move easily and clear any doorway.

The work table of the Form Master is constructed of $\frac{3}{8}$ -inch plywood perforated with $\frac{1}{16}$ -inch-diameter holes through which room-temperature air is constantly circulated by a 400 c.f.m. fan powered by a $\frac{1}{6}$ hp., 60 cycle AC motor contained inside. Two drawers on either side contain the same perforated working surface for collars, sleeves, etc. Fan speed is controlled to force just enough air up through the work table and over the drawers to do a thorough drying job.

According to Haertel, an ingenious clamp and strap arrangement eliminates all time-consuming tacking. The forming strap clamps secure the garment with spring tension jaws, are anchored against the edge of the work table and pulled to the necessary snugness. Two steel extension tapes serve as guides, forming parallels to help keep garment edges straight, and a permanently attached tape around the edge of the work table permits correct shaping of garments.

Constructed of heavy welded steel, the Form Master's standard equipment includes six perforated aluminum forms, six spring bars, 72 forming strap clamps and two steel extension tapes. Shipping weight is approximately 500 pounds.

Further information may be obtained by writing to Lloyd Ferm, Walter Haertel Company, 2840 Fourth Ave. S., Minneapolis 8, Minn.

James Vice President

The election of John W. James as vice president in charge of research has been announced by McDonnell & Miller, Inc., Chicago, Illinois. Mr. James, who joined the company in 1948 to inaugurate an intensive research program, is widely known in the heating industry for his activities in professional societies, as a consulting engineer, and as author or co-

author of many authoritative engineering papers and textbooks on heating and air conditioning.

Mr. James received his degree in mechanical engineering at Oregon State College and a master's degree at the University of Wisconsin. He was engaged for some years in designing heating and air condition-



JOHN W. JAMES

ing for an Oregon consulting engineering firm, spent three years as instructor and research adviser at Polytechnic Institute of Brooklyn, and participated in design and development work for a prominent manufacturer of heating equipment.

Hoffman Awarded Medal

The 1951 Gold Medal Award for business letter craftsmanship, sponsored by the Dartnell Corporation, publishers of *American Business*, has been presented to N. R. Hoff-



N. R. HOFFMAN

Laundry
and
Garment
press
makers
install
presstite
9 to 1

If your machine isn't among the 90% of all laundry and dry cleaning pressing machines already equipped with Presstite*, the most popular of all flexible metal steam connectors, ask your jobber about it now. For older-style machines use Steamtite* connectors, specially designed for presses originally fitted with swing joints. Write for Bulletin L-173 with selection chart. The American Brass Company, American Metal Hose Branch, Waterbury 20, Connecticut. In Canada: The Canadian Fairbanks-Morse Company, Ltd.

51265

*Reg. U. S. Pat. Off.



wherever connectors must move... *American*

FLEXIBLE METAL HOSE AND TUBING

man, advertising manager of H. Kohnstamm & Co., Inc., of New York, N. Y.

Mr. Hoffman is a member of the New York Chapter of the National Industrial Advertisers Association and the recipient of several awards for excellence in business letter writing. He has been associated with H. Kohnstamm & Co., Inc., for the past 31 years.

25 Years for R. J. Smith

His 25th anniversary with the Pennsylvania Salt Manufacturing Company has just been celebrated by Raymond J. Smith of Evanston, Illinois. A district supervisor in Pennsalt's Laundry and Dry Cleaning Department, Mr. Smith is well known to the industry in the Middle West. Graduated from Lafayette in 1922, he soon joined the Sterling Products Company of Easton, and became associated with Pennsalt when that company purchased Sterling.

In honor of Mr. Smith's silver anniversary, Pennsalt presented him with a diamond-studded service pin. He is now a member of the Diamond Keystone Club, the company-wide

organization of all employees with 25 or more years of service.

New Sol-Vic Unit

A new drycleaning unit designed for use with petroleum solvent has been introduced by the Vic Cleaning Machine Company. According to the manu-



facturer, the new streamlined unit is compact and fast. It is built on Vic's special four-spring action base and needs no special foundation.

Other features of the Sol-Vic pointed out by the manufacturer include a larger cylinder

der, 30 by 22 inches; a larger 1500 g.p.h. filter, and a built-in timer.

Full details may be had by writing the Vic Cleaning Machine Company, Minneapolis 3, Minn.

NoSpin Differentials

T. H. Holden, truck and fleet sales manager, Ford Division, Ford Motor Company, has announced that "NoSpin" differentials, designed to provide positive traction under all unfavorable road conditions, are being installed in production on special order on F-4, F-5, F-6 and F-7 series Ford trucks.

The device is a locking differential which replaces the standard differential in the rear axle, and is designed to prevent wheel spin, thus assuring greater traction in sand, gravel, mud and snow and on ice. It is manufactured and warranted by the Detroit Automotive Products Corporation and can be installed in F-4, F-5, F-6 and F-7 series Ford trucks with single-speed axles and F-5 and F-8 trucks with two-speed axles.

According to Mr. Holden, the locking differential can be used effectively in delivery fleets.

Generator for Dry Steam

The Vapor Heating Corporation, Chicago, Ill., has announced that the Vapor-Clarkson steam generator Model



4740, developed to supply large quantities of high-pressure dry steam to heat Diesel-powered passenger trains, is now ready for industrial applications. Among suggested applications is heating wash water in laundries, for steam presses, where dry steam is needed and where the steam load varies on different days.

For size and weight the Model 4740 is said to be the

most powerful steam generator developed by industry. It develops 200 pounds of steam pressure in two minutes from 50-degree cold water, and produces 4,800 pounds of 99 percent dry steam per hour. Its efficiency is 82 percent. The generator uses No. 2 fuel oil.

One electric motor (or gasoline engine on portable units) drives the water pump, fuel pump, blower and magneto. Once started, by turning one switch automatic controls take over, causing the machine to turn on and off and produce steam only when it is needed. Steam pressure may be changed from 75 to 600 p.s.i. by turning one control.

A servo control automatically modulates the machine to produce from one-third to full capacity. The company also points out that there are many safety controls such as steam temperature limit control, stack temperature cut-out, safety valves, electric flame control, time delay relays and others.

The Vapor-Clarkson Model 4740 is constructed in accordance with ASME and Hartford specifications. Over-all size of this package unit is 52 inches wide, 76 inches long and 78 inches high.

Suedecare Names Rapps

Suedecare, Inc., 50 Station Plaza, Hempstead, N. Y., has announced the appointment of Jerry Rapps as sales manager. Mr. Rappa will be in charge of merchandising Suedecare, a new

exclusively. By cooperating with manufacturers, Suedecare hopes to educate consumers in better leather care and encourage them to purchase leather and suedes by assuring them of subsequent successful cleaning.

New Manitowoc Still

A synthetic solvent still has been added by Manitowoc Shipbuilding Co., Manitowoc,



JERRY RAPPS

national leather cleaning service to manufacturers of leather garments, to drycleaners, retailers and consumers.

The company plans to open branch depots throughout the country to expedite cleaning and reconditioning of leather

New Flow Meter

A new type of flow meter which is said to give fast and accurate response over an entire range has been developed by Minneapolis-Honeywell Regulator Company, Philadelphia, Pa. Engineers of the Brown Instruments Division said the new flow meter includes such important advantages as an evenly graduated meter scale and electronic integration. It is available either as a mechanical flow meter with integral recorder, or as an electrical transmitter to be used with a Brown inductance bridge receiver.

The new meter is of the differential type, readily installed on a flow line. It is supplied in three ranges: 53, 119.25 and 212 inches of water, and for 750 and 1,500 p.s.i. static pressure. For dry calibration the three ranges are slightly greater.

Wis., to its line of synthetic drycleaning equipment. It has been designed to fit any synthetic drycleaning machine on the market.

The still has a capacity of 40 gallons per hour and may

Can you
clean this
uniform safely?



The multi-purpose
synthetic detergent

You've probably found that regular dry cleaning seldom does a satisfactory job on athletic uniforms. Most of them come to you well saturated with perspiration and mud stains which only thorough wet cleaning can remove.

Colored uniforms present additional problems because they may bleed or fade. Colored letters and emblems may bleed onto the uniform itself if not skilfully handled.

The safest and most thorough way of wet cleaning athletic uniforms is with Orvus Extra Granules. Follow either of these simple methods:

Orvus — Acetic Method

Add 3 ounces of 56% acetic acid — or equal strength of other suitable sours — to each gallon of Orvus Extra stock* solution. Proceed with your usual wet cleaning routine or wheel washing, using enough Orvus stock solution to build a good suds. When washing in the wheel, add color setting agent to wash water before putting in garments.

Orvus — Salt Method

Add 1 ounce table salt to each gallon Orvus Extra stock* solution. Proceed with cleaning — either hand scrubbing or wheel washing — in the usual way. For added safety, use color setting agent also in the rinses.

*Orvus Extra Stock Solution

For hand scrubbing, dissolve 3 ounces of Orvus Extra for each gallon of water. For use in the washwheel, dissolve 12 pounds Orvus Extra in 50 gallons of water.



PROCTER & GAMBLE, Cincinnati, Ohio

SOLVINK Removes Ink, Rust, Paint & Blood Stains Faster or your money back

For 21 years drycleaners have been using Solvink to remove ink, rust, paint and blood stains. And, during all these years, Solvink has been sold on an absolute money back guarantee. Order this fast-acting liquid spotter for faster, better removal of stains in your plant. Solvink is safe on white or colored fabrics. Sold on a money back guarantee.

½ pint—2 solutions \$2.25
For economy—Pints,
Quarts and Gallons Available.

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on a Money Back Guarantee

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Dept. N-9
or
for free
sample

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- **GREENZYME**—Digestant
- **IODASE**—for Iodine Stains
- **SIZ-IN**—Hat Size

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Write for
Catalog BSUH-9

be used continuously or for batch distillation, as desired. It may be easily attached to the solvent line of any machine, Maniowoc states, requires no pump and requires only 2½ BHP.

The unit comes complete ready for installation, including stand, still, condenser, water separator and necessary valves and fittings. It is simple in design, the manufacturer points out, and easily accessible for inspection and cleaning.

to larger quarters at 6203 S. Main St., Los Angeles.

The Western Vic Cleaning Machine Sales Company, managed by E. B. McMahan, has been appointed sales representative of the Vic Cleaning Machine Company for the northern half of California. Temporary offices of the company have been opened at 6731 Glen Mawr, El Cerrito, Calif.

Dehumidifier by Haertel

A new dehumidifier that is being used in many industries has been developed by Walter Haertel Company, Minneapolis, Minn. It is recommended for use by drycleaners in storage rooms for garments awaiting delivery or call, to keep creases and pleats sharp. Garment surfaces retain the pressed effect even when the outside air is most humid, Haertel states.

Known as model 50-B, the unit has a "Ratio-damper" that, it is stated, gives remarkable performance at any space temperature from 65 to 95 degrees F. A third heat exchange element permits recovery of a part of the work done in cooling the entering air down to dew point, making for economy in operation.

The Vic company's Western office, under the direction of Thad Hagaman, has been moved

Send garments for dyeing to



ALMORE DYE HOUSE

4412-24 WENTWORTH AVE., CHICAGO 9, ILL.

Leon Teichner, President

Continuously in Business since 1919



THE DYEING NAME OF UNDYING FAME

McDonnell & Miller Catalog

A 20-page supplemental catalog has been issued by McDonnell & Miller to cover all products not included in its current condensed catalog. The supplement contains data about liquid level controls for special applications, float controls and related devices. It is also designed to aid in solving special boiler water level control, liquid level control and relief valve problems.

A copy may be obtained by writing to McDonnell & Miller, Inc., 3500 N. Spaulding Ave., Chicago 18, Ill.

Takamine Meeting

The annual meeting of Takamine Laboratory, Inc., Clifton, N. J., was held July 31-August 3. The meeting was highlighted by a dinner given by Mr. and Mrs. Eben T. Takamine. It was attended by the firm's board of directors. Also in attendance were field representatives August Rossetto, Southwest; Philip Martini, South; Alfred Blaze, Midwest, and Donald Matucci, East.

At the meeting M. P. Guina, sales manager, announced the appointment of Cecil Miller

of Denver, Colorado, as Western field and service representative.

Plans were also discussed for the celebration of the company's fiftieth anniversary in commemoration of Dr. Takamine's great scientific research which led to his discovery of adrenalin. This drug was introduced by Dr. Takamine in a scientific paper read before a medical convention at Johns Hopkins University in 1901.

Offer to Flood Victims

The Bernard Sirota Co., Brooklyn, N. Y., has written to all of its customers in the Kansas-Missouri flood area, offering to replace without charge any of the firm's fur-conditioning products purchased in 1951 which have been damaged by the flood and are not covered by insurance. The company also invited the flood victims to call upon it for any additional service.

Danenbauer Rescues Two

Sid E. Danenbauer, general manager of Sid E. Parker Boiler Mfg. Co. of Los Angeles, while on a short fishing trip in

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PRESS COVERS
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STADHAM!"

NEW! PUFF IRON COVERS

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EVERY MANUFACTURER'S PUFFERS
High porosity black Nylon

Sewn with nylon thread and hemmed with
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*The scientific scale remover with exclusive "colloidizing" action . . . only Dr. Boiler has all eight of these vital properties:

1. Safely loosens existing scale.
2. Prevents the formation of new scale in your boiler.
3. Prevents foaming.
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6. Prevents corrosion.
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8. Works in any kind of water . . . no pre-testing required.

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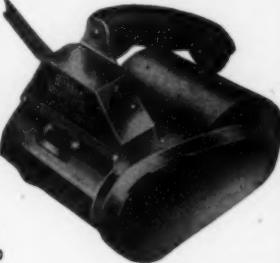
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A "MUST" FOR ANY PLANT THAT HANDLES FURS!

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- Just plug in and use; no overhead trolleys, tracks or shafts.
- Can be used in any position.
- Portable, light, compact.

LUSTERETTE, Model L-50, Patent No. 1,979,030. (Wt. 7 lbs.)
Price is FOB, Brooklyn, N. Y. \$197.50



RELIABLE also offers a complete line of Fur Cleaning & Fur Storage Equipment. Estimates furnished upon request of no cost or obligation. If you are planning a Fur Storage Vault, do it the Reliable way.

RELIABLE FUR STORAGE EQUIPMENT CO. DIV.

RELIABLE

RELIABLE MACHINE WORKS, INC.
231 EAGLE STREET BROOKLYN 22, N. Y.

the White Mountains of Arizona saved John Tincombe, a Phoenix business man, and his three-year-old son from drowning in Lakeside. Mr. Danenhauer, a former athletic star at the University of Arizona, fortunately heard Mr. Tincombe's cry for help on the isolated lake and arrived in time to rescue him and his son as the father was going down for the third time.

By a strange coincidence, Mr. Tincombe is the owner of a 1½ hp. Parker Industrial Boiler.

New Pennsalt Neutralizers

The Pennsylvania Salt Manufacturing Company has introduced a new line of Erusto-Max and Erusto-Ray, both contain the adjutant, Lexite, described as an improved brightening ingredient that will not react with bleach, alkali or soap to build up yellow off-colors. With the use of Lexite, Pennsalt states, the blue operation is unnecessary and may be eliminated.

Erusto-Max is intended for use on whites, colors and flat-

work, and may be safely used on cottons, nylons, rayons, silks and woolens. It is said to have an extremely high neutralizing value and can be used dry-to-the-wheel or in solution. It is recommended for use in automatic wheels.

Erusto-Ray is applied to the wheel in the same manner as conventional laundry sours. When properly used, Pennsalt explains, it automatically holds souring to a neutral range within the wheel and completes the neutralization process as fabrics are ironed, tumbled or dried. It is said to eliminate any flatwork rolling that might be attributed to linens being in an over-soured state before ironing.

Erusto-Ray, on the other hand, reacts more in the manner of conventional sours and is intended for dry-to-the-wheel use only. Its neutralizing value is less than that of Erusto-Max, but is claimed to be higher than many conventional sours. When using Erusto-Ray, neutralization is completed in the wheel and does not progress with drying or ironing, as is the case with Erusto-Max.

According to the manufacturer, Erusto-Ray will prevent or greatly retard the precipita-



TarGo is a must with many discriminating cleaners. Why? Because it removes stains when all other spotters fail. They know the true value of this distinctive spotter, and always keep it handy for immediate use on tough stains.

Try TarGo for removing writing ink stains. You will be amazed at the results you will obtain. TarGo bleeds out most of the ink, making it much easier to remove the residue.

TarGo removes aeroplane dope, grass, tar, pitch, lacquer stains, etc.

Use TarGo for removing Lipstick in a wheel. One quart to a 20 lb. load. Run solvent low, shut off pump. Run for 20 to 30 minutes. Then note results.

A. L. WILSON CHEMICAL CO.

38 PASSAIC AVE.,

KEARNY, N. J.

tion of rust from the water supply. This is especially important in areas where iron in the water supply is a problem.

Both products have been extensively field-tested in various parts of the country to assure effectiveness under different water conditions. They are sold in dry, crystalline form, in 100-pound kegs and 300-pound drums.

Pennsalt Service Bulletin No. 9, "Controlled Neutralization in the Sour Operation," describes Erusto-Max and outlines instructions for its use. Bulletin No. 20, "How To Produce Sparkling Whites Without Blue," applies to Erusto-Ray. These bulletins or further information may be had by writing to Pennsalt Chemicals, Laundry and Dry Cleaning Department, 1000 Widener Building, Philadelphia 7, Pa.

Johnson Joint Bulletin

The Johnson Corporation has announced that the self-supporting Type S Johnson Joints are now available in heavy-duty construction suitable for operating pressures up to 250 pounds. The Type S is a specialized variation of the reg-

ular Johnson Rotary Pressure Joints, developed specifically to combat the threat of misalignment. It is available for either through-flow or siphon pipe service, in sizes from $\frac{3}{4}$ to 3 inches.

Information on the new 250 lb. Type S Johnson Rotary Pressure Joints may be obtained by writing for Johnson Bulletin JS-3 to the Johnson Corporation, Three Rivers, Mich.

New Tektor Level Switch

A switch that is said to make possible level control of practically all liquids and solids has been announced by Fielden Instrument Corporation, 2920 N. Fourth St., Philadelphia 33, Pa. Liquids may be of high or low viscosity and may have electrical conducting or insulating properties.

According to the company, the equipment does not rely on floats, diaphragms or any moving mechanical parts, and no electrical contact is necessary with the material under control.

Model AJ-1 Tektor is housed in a dust-tight, splash-proof aluminum box. The electrode consists of a simple probe which is inserted into the con-

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PINS by PRYM

Super-Steel

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SAFETY PINS • STRAIGHT PINS

Bulk users like laundries and dry cleaners prefer Sonomor high carbon steel pins for their superior finish, easier, cleaner penetration, positive security and substantial economy. SPECIFY PRYM'S SONOMOR IN YOUR NEXT ORDER

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SONOMOR
GARMENT HANGERS

WILLIAM PRYM INC.
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More Garments Per Hour with Billmyre Dryset



Better Pressing at a Lower Cost Because...

GARMENTS DRY FASTER

Dryset draws a powerful current of dry air through the garment at high velocity. Dries it almost instantly—saving 15% to 25% in pressing time.

QUALITY OF WORK IS IMPROVED

Dryset leaves the fabric thoroughly *dried* and *set* while in its molded shape on the press buck. Garments are better pressed . . . retain their shape longer.



New low cost Model #6
for shops using up to
6 presses.

Whether you have 2 or 250 presses, a Billmyre Dryset can be easily installed. For big savings, mail coupon today!

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Send me your Bulletins on DRYSET. I have _____ presses.

Name _____

Company _____ Address _____



You can count on

ZIPOLA

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- EASY TO APPLY
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Mail \$1.00 for trial package
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Philadelphia 22, Pa.

tainer at the level at which control is required. A level differential of $1\frac{1}{2}$ to $\frac{3}{4}$ inch may be obtained, and the probe may be insulated or not, depending on the application.

Sanitone Staff Change

The Sanitone Division of Emery Industries, Cincinnati, Ohio, has announced the appointment of Richard E. Wilson as Sanitone engineer for Arizona, New Mexico and west Texas. Before joining Emery

Industries Mr. Wilson was plant manager of the Eugene (Ore.) Cleaners, and previously owned Northwest Leather Renewers in Portland, Ore., and the "O" Company in Olympia, Wash. He had also served as superintendent at Rawlinson's in Portland.

Mr. Wilson has been assigned to special projects throughout the West since joining Emery a year ago and now operates his newly assigned territory out of Albuquerque.

In his new post Mr. Wilson replaces Richard B. Callaghan, who has been recalled to active duty with the Army. A veteran of World War II, Captain Callaghan entered the Army in 1942 and was commissioned a second lieutenant in 1943. He served for two years in the Southwest Pacific Theater. Reactivated as a Captain of Armor, he will be stationed in Europe with the 2nd Armored Division.



RICHARD E. WILSON



RICHARD B. CALLAGHAN

New Dial Thermometer

A new mercury-actuated dial thermometer with a $4\frac{1}{2}$ -inch dial face has been introduced by Palmer Thermometers, Inc. A special feature of the thermometer pointed out by the company is the fact that the stem can be placed at any angle and the case rotated to any readable position.

Details may be obtained by writing for Bulletin 50-128 to Palmer Thermometers, Inc., 2515 Norwood Ave., Cincinnati 12, Ohio.

Cook Sales Team

John M. Cook, president of Cook Machinery Sales Company, Dallas, Texas, has announced the appointment of George W. Crabb as sales manager. He will be assisted by his wife, Sue Crabb, as special sales representative.

PROFIT FOR YOU in This AD

Are fur collars, suede coats, nightmares to you? Bixbee Research has this to say concerning terrible losses to cleaners on burned, hardened, cracking, shriveled furs and leathers:

"Bixbee #20 is the answer to this challenge. The same Bixbee #20 tested by U. S. Laboratories, listed with Underwriters' Laboratories, Inc., used at National Institute of Cleaning and Dyeing.

"YOU may now try this wonderful worry saver on a manufacturer's risk basis. Send one dollar to us. We'll ship, immediately and prepaid, an eight ounce bottle of Bixbee #20. "Within ten days, if you are not more than convinced that Bixbee #20 will do everything we claim, your dollar will be cheerfully refunded.

"If you DO like Bixbee #20 (and we know you will), we shall then allow you a credit of \$1.00 toward the purchase of a full quart of Bixbee #20 at \$3.50, making your net cost only \$2.50."

BIXBEE RESEARCH DIVISION

56 South 11th Street, Brooklyn 11, N. Y.

This husband-wife sales team has been prominent in the drycleaning and laundry industry in the Southwest for the past eight years. Since early in 1950 the Crabbs have been on the Cook sales force. Previously they were with another company, Mr. Crabb handling equipment sales and Mrs. Crabb specializing in parts and service.

Mr. and Mrs. Crabb will continue to operate as a sales team for Cook, both working and traveling together. According to Mr. Cook, a husband-



GEORGE W. CRABB



"How To Make Money With Vic." The booklet, the announcement states, explains step by step how drycleaning plant operators can increase production, improve quality, reduce costs and pyramid customer satisfaction.

The booklet features the Vic triangle trademark, which Oscar Victor, vice president of the firm, describes as "a symbol of three-way satisfaction—to our dealer, to his customer, and to us."

A copy of the booklet may be obtained without charge by writing directly to the Vic Cleaning Machine Company, 1313 Hawthorne Ave., Minneapolis 3, Minn.

Two Davies-Young Representatives Move

Jim Coughlan, who has been handling the Buckeye line of drycleaning and laundry soaps and specialties for The Davies-Young Soap Company of Dayton, Ohio, in North and South Carolina, Georgia and eastern



SUE CRABB

This Stainless Steel SPOTTING NOSE Provides Extra, Stand-by Spotting Board at Low Cost

Faster THAN A JET



EXPANSION CAR RACK

Unlike any car rack you have ever seen.



Length
Adjustable
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Only
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With brush

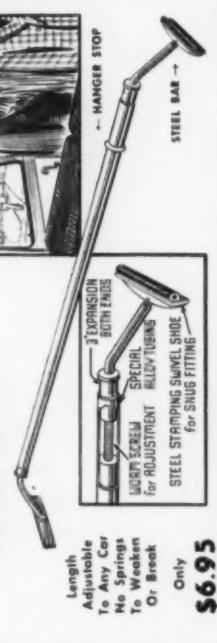
Black Nylon \$1.60
White Nylon \$1.70

Complete line of Spotting Brushes. Send for catalogue.

If your jobber cannot supply you, write us direct
NEWHOUSE COMPANY • 1247 E. Colorado Blvd., Glendale 5, Calif.

Spotting Nose with 2" board and
chemical tray, as shown, 54" overall
\$42.00

Without board
New type Steam Chamber with front pedal
and hose (without gun) \$32.75
Standard Gun with bush \$6.45
New Economy Gun with jet Tip \$5.00
With brush \$6.30



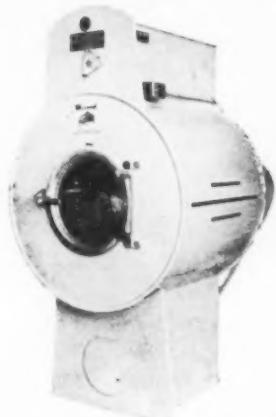
No. 72 Spotting Brush

The New Economy Gun with Special Jet Tip—breaks up moisture—gives air-like spray—makes feathering
\$5.00

out fast and easy—speeds up spotting work \$6.30

With interchangeable 5 1/2" center hole brush \$6.30

BE READY for Fall Drying Profits



HAMMOND STEAM TUMBLERS

Laundry — Dry Cleaning

Drying business during Fall and Winter seasons last year reached an all-time high. Many of you were caught with too few or too obsolete drying tumblers. Plan now . . . order your new HAMMOND tumbler today! Immediate delivery if you hurry. Don't wait again this year!

SPECIFICATIONS

- ★ Open End Type with heat resistant glass port.
- ★ Capacity 35 to 40 lbs.
- ★ Shipping Weight approximately 825 lbs.
- ★ Cylinder size—36" x 30".
- ★ Dimensions—39" x 42" x 71" height.

Write - Wire - Phone
HAMMOND BLDG., WACO, TEXAS
Hammond
LAUNDRY-CLEANING MACHINERY CO.

2 WAYS to PROFIT WITHOUT INVESTMENT

1

LEARN INWEAVING—
Thorough training by mail, license & equipment cost you nothing (only a small deposit for equipment). Royalty plan assures you large profit.

2

OR—Send your customers' inweaving to us and keep a liberal commission. Unsurpassed workmanship, service you can depend on.

Write . . .

The INWEAVING Co. of America
11th & Holliday • Wichita Falls, Texas

Tennessee, has moved his headquarters from Atlanta to Charlotte, North Carolina.

The move gives Mr. Coughlan a much more centrally located headquarters, thus enabling him to give better service to his customers throughout his territory.

Davies-Young representative Jim Graham has moved his headquarters from Middlesex, N. Y., to Springfield, Mass. As his territory is eastern New York, Massachusetts, northern Connecticut and the other New

England states, the move gives him a much more centrally located headquarters. With several years' experience in practical application of his products to the drycleaning and laundry industry, Mr. Graham is now also in a better geographical location.

Pennsalt in Kansas City

The Pennsylvania Salt Manufacturing Company, Philadelphia, Pa., has opened a district sales office at 1461 Dierks Building, Kansas City, Mo. The new office will be Pennsalt's central sales and service headquarters for Kansas, Missouri, Iowa and Nebraska. A complete selling organization will handle Pennsalt products including all laundry and drycleaning products.

The Kansas City sales organization will be headed by Cecil B. Roberts as district sales manager. Mr. Roberts joined Pennsalt in 1941 as a salesman in the B-K and Household Products Department and became district manager for that department in April, 1949.



JIM COUGHLAN



JIM GRAHAM

New Trap Catalog

The publication of a new catalog, No. 751, has been announced by W. H. Nicholson & Company, 12 Oregon St., Wilkes-Barre, Pa.

The 32-page illustrated catalog describes five types of thermostatic steam traps; two types of expansion steam traps; three types of weight-operated traps for steam, air and gasoline; piston-operated steam traps, and three types of steam, air and gas separators. It includes capacity tables and installation diagrams as well as a section containing data, charts and formulas for determining the proper size trap for specific applications.

A "Must" for removing
LINT OFF GARMENTS
Fast & Sanitary!

"Little Wonder"

ELECTRIC WHISK-BRUSH MACHINE

Give your garments a better finish. The only appliance
of its kind. Thousands of satisfied users.

Also Mfgs. Patented "NEEDLE BOARDS" for
pressing VELVET and NAP FABRIC materials
without shine or gloss. SEND FOR CIRCULAR.

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Street's 5-Year Awards to Fieldmen



FRED STILES



HARVEY PRICHARD



TOM LEWIS



SAM WALKER

Four members of the technical field force of R. R. Street & Co., Inc., Chicago, Ill., have been awarded five-year service pins as part of the company's 75th anniversary celebration.

Fred Stiles, who celebrated his fifth anniversary with the company on March 1, serves the Florida and southern Georgia territory, with headquarters in Tampa.

Tom Lewis completed five years of service with Street's on May 15. With headquarters in Boston.

Charlotte, N. C., he serves Street's customers and jobbers in the central Carolinas.

June 1 marked Harvey Prichard's fifth anniversary with Street's. He has his headquarters in St. Louis, serving eastern Missouri, southern Illinois and Indiana, western Kentucky.

Sam Walker completed five years with the firm on August 1. His territory is southern New Hampshire, eastern Massachusetts and Rhode Island, with headquarters in Boston.

EFFICIENT STEAM WITH ELECTRICITY



Coates
Economy
BOILER

ASME Code. National Board
Inspected. U. L. Approved.

Harnessing electric power for your boiler operation is the most efficient and cleanest type of heat available. Coates Economy Electric Boilers provide steam when you want it and at a reasonable cost. Because of its automatic control you eliminate wasted power and steam. There's no heat loss through the insulated walls of the boiler... transfers all heat generated by the current direct to the water in the boiler.

Coates Economy Electric Boilers offer you Sanitary, Safe, Efficient and Reliable heat for any purpose where high, medium or low pressure steam is needed, and is underwriters approved.

BOOSTER HEATER



ASME Code.
U. L. Approved.

Keeping those dishes clean and sanitary with 180 degree F. hot water is done automatically with the Coates Electric Hot Water Booster... made to fit any type of dishwasher. Tested at 125 lbs. per square inch, built to conform to A.S.M.E. code. This booster is designed and constructed to fit beneath the sink, supported by the plumbing, free from the floor for the most effective sanitary purposes. Write today for further particulars...

COATES ELECTRIC MANUFACTURING CO.
Dept. NC-9, 3610 First Avenue South
Seattle 4, Washington

IF IT'S DONE ELECTRICALLY, IT'S RIGHT.

Coates
Electric
MFG. CO.



RINSE WATER
HEATER



UNIT AIR
HEATER



CONDENSATE
RETURN SYSTEM

WHERE DURABILITY COUNTS MOST . . .



Specify

DANIELS

TRUCKS

HAMPERS

BASKETS

C. R. DANIELS, INC.

Daniels, Md.

17 SHORT CUTS TO PROFITS

Whether you've been in business 30 days or 30 years, you're sure to see a quicker, easier and more economical way to handle difficult cleaning problems with the 17 scientific products described in:

"Quality Products
for the Dry Cleaner."

Write now for
a FREE copy!

NATIONAL CLEANERS CHEMICAL MFG. CO.

2807-11 W. Lake St., Chicago 12, Ill.



Letters to the Editor

(Continued from page 12)

shown at the British Industrial Exhibit. Could you tell me the name and address of the manufacturer of this machine?

Brooklyn, N. Y.

H. R. SWENSON

The unit to which the editorial referred is the Spencer "Midget," manufactured by Neil & Spencer Ltd., Station Road, Leatherhead, Surrey, England.—EDITOR

Dear Editor:

We received several reprints of your editorial in the July issue of *The NATIONAL CLEANER & DYER*.

We feel that this is a very timely and pointed editorial and were wondering if, by any chance, we could have additional reprints of this? We would like to receive approximately 15 of them to underscore several paragraphs and send them out to our salesmen.

J. R. YOUNG

Sales Department

Dayton, Ohio

The Davies-Young Soap Company

TIME SAVERS' "HI-SPEED" RAIL FITTINGS

COST AS LOW AS 77¢ per ft.

TIME-SAVERS
83-99 Walnut St., Montclair, N. J.

GENTLEMEN: Please send without obligation your FREE booklet on TIME-SAVERS "Hi-Speed" RAIL FITTINGS.

NAME _____
FIRM NAME _____
ADDRESS _____
CITY _____ STATE _____
NAME OF JOSSER _____

The most Practical and Economical Conveyor System for transporting garments within your plant.

TIME \$AVERS

83-99 Walnut St. • Montclair, N. J.



"Oh, come now, Peggy! Lots of people like our work!"

TROUBLE-FREE
KEWANEE
SCOTTIE JR

For 6 to 88 H. P.
 at 100 lbs. W. P. Like
 a steel bridge you can't wear
 it down. Every part is
 accessible and it's easy to
 handle. Truly trouble-free and
 economical to operate.
 For Oil, Gas, Coal.

KEWANEE BOILER CORPORATION
 KEWANEE, ILLINOIS
 AMERICAN REFRIGERATION & STANDARD BOILERS

Dear Editor:

The reprint recently received of the editorial in the July issue of NATIONAL CLEANER & DYER is of interest to us. We would very much appreciate receiving about 25 of these reprints.

E. W. TURNER
 Assistant Advertising Manager
 Detroit, Michigan

Dear Editor:

Your editorial regarding Self-Service Drycleaning is very interesting to us. I was wondering if you have about 100 extra copies of these that you could send me, as I would like to send these out to some of our people.

O. VICTOR
 Vice President
 Vic Cleaning Machine Company
 Minneapolis, Minnesota

Dear Editor:

I read with interest your editorial on Self-Service Drycleaning. If it is still time I would like to get a few additional copies to spread among our accounts. I believe you have something there that ought to be publicized.

A. MERSON
 Jersey City, N. J. Midland Color & Chemical Co., Inc.

No Gambling Here



STORAGE SIGN hung from ceiling can be seen from store of Godsey's Cleaners in Little Rock, Arkansas. This is customer's view of plant from counter—if, like photographer, she happens to be standing on counter



FORMS

SIZE 2 1/4 x 3 1/4

500 . . .	\$2.00
1,000 . . .	2.75
2,000 . . .	3.50
5,000 . . .	5.50
10,000 . . .	\$7.50
25,000 . . .	17.00
50,000 . . .	32.00

EVERY FORM A DIFFERENT COLOR—IN PADS
 WENDLING-STANDARD FORMS

"WILL SAVE YOU TIME AND MONEY"

Also inform your customers their apparel is given your careful attention.

If check or cash accompanies your order we will prepay the postage; otherwise we will ship C. O. D.

ORDER BY FORM NUMBER

LET US QUOTE YOU ON ANY FORM
 SEND US YOUR COPY

RAISED PRINTED BUSINESS CARDS

up to 7 lines of composition.
 BLUE OR BLACK - NO CUTS PLEASE

1,000—\$5.00

SEND FOR SAMPLES



THS GARMENT IS
 RETURNED WITH
 CERTAIN STAINS
 AND DISCOLORATIONS
 WHICH CANNOT BE
 MOVED WITHOUT INJURY
 TO THE COLOR OR FABRIC.
 WE ATTACH THIS MEMO
 RANDOM SO YOU MAY
 KNOW THE MATTER HAS
 MADE OUR CAREFUL AT-
 TENTION.

1

**This Garment
 should be
 Steam Cleaned**

at
 Owner's Risk
 only

2

SORRY!

We tried our best to take
 out the SPOTS remaining
 on this article but they
 cannot be removed with
 out danger of causing
 damage to the color or
 fabric.

10

WENDLING STANDARD FORMS
 FT. THOMAS, KENTUCKY

OTHER BIG TAKAMINE FIRST!

SAVE TIME
 LABOR
 MONEY

*GET MORE ACTION with "MULTIPLE-FORCE ENZYMES"



IT'S NEW! IT'S DIFFERENT! IT'S FASTER!

Only TAKAMINE has created this
 great new digester by combin-
 ing two teams of Quick-
 Acting Enzymes to give you

Greater potency for a
 larger variety of stains
 FOR BOARD and
 BATH!

Send for your
 sample now!

TAKAMINE

LABORATORY, INC.
 CLIFTON, N. J.

*By actual
 Laboratory
 tests

TAKAMINE LABORATORY, Inc.
 Clifton, N. J.
 Please send FREE sample of TAKALAB
 —TLM for Board and Bath.
 Firm _____
 Address _____
 City _____ Zone _____
 Name _____

Clear the track for
SMOOTHER OPERATION



USE

SOL-CLAR & BEAU-CLEAN

Filter & Clarifying Dry Cleaning Soap Powder

Eliminate Summertime Congestion
in Your Spotting Department

SOL-CLAR keeps your solvent in best cleaning condition
... free of odor and color. BEAU-CLEAN with or without moisture, gives excellent cleaning—No pressure trouble.



WHO...ME, A FUR GLAZING EXPERT?

YES YOU...AND HERE'S HOW

1 SPRAY any Persian, Caracul, Kidskin, Indian Lamb or other fur just once...

2 BRUSH lightly, following curl or character of the fur...

3 SHOW the fur to your customer... and you have a satisfied customer!

THAT'S ALL THERE IS TO IT!

This exceptionally long-lasting glaze adds high luster to even the dullest furs... in seconds! Don't send this extra source of income away from your shop!

NOW ONLY \$1.50
12 oz.
\$1.39 in lots of 12

The same glaze over 5000 furriers use...

SECURITY A-1 LUSTERIZING FORMULA

At your jobber, or write direct to
SECURITY FUR SEAL CO., INC., 144 W. 27th Street, New York 1, N. Y.
Ask for FREE Window Streamers, Circulars, etc. (Jobbers' Inquiries Invited)



**USE
SPOOLED
PANTS
POCKETING**

Available nationally through your distributor or write direct.

Mfg. by
R. D. BUSSARD & SON
505 East 5th Ave.
ALBANY, OREGON



Signal Cleaners, Monterey Park, Cal., has opened a new store at 1023 E. Main St., Alhambra. The firm, which is owned by Harry Starr, also has stores at 601 W. Garvey, Monterey Park, and 2100 Whittier Blvd., Mon-tebello.

City Cleaners, Farwell, Tex., has been sold by Mrs. Woody McDermitt to Dick and Kirt Crume. The business will be operated by brother Kirt.

Bob Music has taken over from Mrs. B. W. Gay and Mrs. Alta Crockett operation of Unique Cleaners, 435 Elm St., Perry, Okla.

Cedar Vale (Kans.) Cleaners has been sold by Mr. and Mrs. Ed M. Virden to Mr. and Mrs. Ramon Clark. The Virdens have purchased Frazeel Cleaners at 612 N. Summit St., Arkansas City, Kans., which will be operated under the name of Royal Cleaners.

Bill Spohn, owner of Keep-U-Up Cleaners, 1815 A St., Antioch, Cal., has announced the opening of a branch at 713 Third St.

C & R Cleaners, Hereford, Tex., has installed new cleaning equipment, it was announced by T. J. Clay, the owner.

Archer Cleaners has been opened by Jack Archer and Joe Martin at 420 W. Okmulgee, Muskogee, Okla. Mr. Archer St.

also owns cleaning establishments in Vinita, Afton, Miami and Stillwater.

Cleo Devins, owner of Best Cleaners, Fredonia, Kans., has purchased from William Beaman the Bet-R-Way Cleaners, 1101 E. Lincoln, Iola. The Iola plant will be operated by the new owner's son, Mickey Devins.

A new store front has completed the modernization of the plant of National Cleaners and Dyers, 510 Whittier Blvd., Montebello, Cal. Owner of the firm is John Ainalian.

H. L. Morton has purchased the interest of his partner, Harrison Forbes, in Forbes and Morton Cleaners, Midlothian, Tex., and changed the name to Morton Cleaners.

Wardrobe Cleaners, 217 E. Third St., Bartlesville, Okla., has been purchased by Mr. and Mrs. H. E. Boggs from Mrs. Boggs' brother, A. Archer.

Cimarron (Kans.) Cleaners has been bought by R. D. Lee.

John Shotton, Jr., has leased Johnson (Kans.) Cleaners from Don Barton, who was in the Navy reserve and was recalled for training.

Mr. and Mrs. Jerry Lierley have reopened Lakin (Kans.) Cleaners in a new location on Main Street.

GROSS STAR
Aluminum GRID PLATES
AVOID SHINE GIVE BETTER FINISH

Only GROSS STAR is 12-ways better. Be sure your press plate has ALL 12 advantages.

up to 46". \$14.85
mushroom .11.00
over 46". 19.25
from your jobber

L. BEHRSTOCK CO.
1708 S. State St., Chicago 16, Ill.

Park Cleaners recently held an open house, with a plant tour and prize awards, for its new plant at 217 S. Garfield, Monterey Park, Cal. The company, operated by John E. Brittain, Sr., and his sons, John E., Jr., and Bob, also has plants in Lakewood and Bellflower and stores in San Gabriel and Alhambra.

Jerry Bronston, owner of Palm Cleaners, Garnett, Kans., was seriously injured in an auto accident.

East Side Cleaners, 212 Austin, Denton, Tex., has been sold by Mr. and Mrs. C. W. Woods to Mr. and Mrs. J. R. Wehrung.

Frank Lentz, owner of National Cleaners, Fifth and Kansas Ave., Atchison, Kans., has purchased property at 710 Kansas Ave. on which he will build a modern plant.

The Evans & Fales cleaning plant in El Reno, Okla., recently celebrated its 35th anniversary. The firm was founded by Cy Evans, who now operates the business with his son, Rob-

ert J., and by R. S. Fales, who retired five years ago.

Ralph M. Cummings, owner of Plains Cleaners, Syracuse, Kans., was married recently to Margaret Jo Cook.

Mr. and Mrs. Olen C. Wright have opened Rite-way Cleaners at 9468 Magnolia Ave., Arlington, Cal.

Dale Thomas has opened a dry-cleaning establishment on S. Commercial St., Washington, Kans.

Mrs. Eva L. Wilson, owner of Wilson Cleaners, 2003 S. Ervay St., Dallas, Tex., was seriously injured when the establishment caught fire. Clothing damage was estimated at \$2,500.

The Foster Cleaning Shop, Linn, Kans., has been sold by Mr. and Mrs. Foster to Orville Schurr.

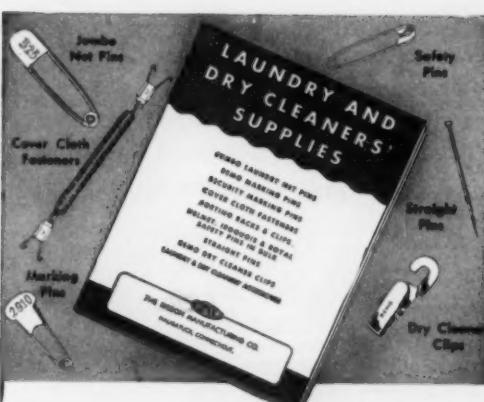
Nu Way Cleaners has moved to new quarters at 321 N. Ash, McPherson, Kans.

Damage estimated at \$8,000 was caused by a fire at Brittain's Cleaners, Wilford St., Mayfield, Ky. The fire was traced to ignition of cleaning solvent by hot coals from the boiler.

S. H. Bair and his son, Ross Bair, have opened a drycleaning plant at Leesburg, Fla. The elder Mr. Bair is a veteran Ohio drycleaner, a past pres-

ident of the Ohio State Association of Dyers and Cleaners, and a charter NICD member. Another son, Richard, an NICD graduate, will be a partner when he returns from service in Korea.

Mack's Dry Cleaning, Austell, Ga., has been purchased by Dumah Adams. The business will be known as Austell Cleaners.



Have the complete RISDON-REMO line at your fingertips. Pictures, specifications and prices make the line easy to order.

And don't forget the three star features of RISDON-REMO service.

- ★ Immediate Shipments
- ★ Complete Dealer Coverage
- ★ A Pin for Every Need

THE RISDON MANUFACTURING CO.

RISDON

NAUGATUCK, CONN.

RI-2

For quality cleaning that customers remember...

FBC
DRY CLEANING DETERGENT
FAST!
LOW COST! THOROUGH!

FBC assists cleaning solvent to penetrate clothing quickly, thoroughly — utilizes moisture normally present in garments to increase cleaning action of solvent. FBC gives whiter whites, sharper bright colors — restores original lustre and feel to garments. Only $\frac{1}{2}$ oz. FBC needed per 10 lbs. of clothing. Available through your former "Ovalclene" distributor.

This product is made in accordance with the improved formula of the dry cleaning detergent formerly manufactured by the DuPont Company and sold under the DuPont trademark "Ovalclene". However, the Fry Brothers Company takes full responsibility for the quality of the product.

THE FRY BROTHERS CO.
SOAP MANUFACTURERS SINCE 1876
1728-46 DANA AVENUE CINCINNATI 7, OHIO

LOST MARKING TAGS MEAN LOST GARMENTS



Be sure with **ARMA**
Daily Delivery Marking Tags

Marking tags becoming detached from garments can be a problem . . . but not if you are using Arma Daily Delivery Marking Tags. These tags are made to withstand the rough handling that garments must sometimes absorb in the processing procedure. Increased strength of tag material, plus the fact that the tag is designed with the one-piece fastener as an integral part of the unit, combine to give the drycleaner and laundress a marking tag that meets all the requirements of plant processing.

Contact your jobber today—samples on request.

PITTSBURGH TAG COMPANY
1112-20 Galveston Ave., Pittsburgh 12, Pa.



NEW NON-SLIP SURFACE
for Sna-Pon . . . an added feature

IT'S EASY TO PUT ON SNA-POON:

30% easier to thread!
Just slide on and press down!

The famous non-pivot guard now with non-slip surface that decreases handling time even more! Snaps on any standard wire hanger . . . die-cut ends prevent pivoting . . . rigid fiber in tubular shape—stands more abuse. It's a completely new principle, fully patented.

Sna-Pon is approximately $1\frac{1}{2}$ " round. Packed 2500 to carton, shipping weight 40 lbs. Carton size is 24" x 16 1/2" x 15 1/2".

Contact Your Jobber



TILLERY CONTAINER CO.

6000 WILSON AVE.

KANSAS CITY 3, MISSOURI

JANET NECKTIE PRESS



- Steam Heated
- Fits All Standard Ties
- Easy To Operate

Finish up to 100 ties per hour with this Janet steam necktie press! Eliminates all iron marks, sharp, knife-like edges . . . leaves ties with smooth, rounded edges. Built for long, care-free service. \$138.00 ea. F.O.B. MPLS.

JANET GLOVE FORMS

New electric or steam heated models available for both ladies' and men's gloves. \$36.00 ea. F.O.B. MPLS.

SHEDLOV-HEINZ MANUFACTURING CO.
15-B Wilder Street, Minneapolis 1, Minn.

Lookwell Cleaners, Bartow, Fla., has been purchased by E. B. Parker and renamed Parker's Cleaners.

J. P. Edens Dry Cleaning Company has been opened at 107 N. Marlboro St., Bennettsville, S. C.

J. C. Rowe, owner of Service Cleaners, Charlotte, N. C., is opening a plant on Main St., Mount Holly.

Ernest Myers has sold his interest in Owingsville (Ky.) Dry Cleaners to his former partner, Alex Bowlin, who will operate the business on Water St.

Bel Air (Md.) Cleaners, Main and Courtland Sts., has been sold by Herman Julian to William C. Kirkpatrick.



NORTH CENTRAL

Chain O'Lakes Cleaners, Antioch, Ill., has moved to a new location.

A conveyor system has been installed by owner John L. Robinson at Band Box Cleaners, 118 E. Fifth St., Connerville, Ind.

New cleaning equipment has been installed by C. T. Keller, owner of Faultless Cleaners, Sikeston, Mo.

Rex Bess has constructed a new building on E. Broadway, Highland, Ill., for his cleaning plant.

Yarger's Cleaners & Pressers, 26 S. Jefferson St., Huntington, Ind., has remodeled its plant to install an air-conditioning system and elevator.

Owner Angus Mullins reports the installation of new finishing equipment at Rockport (Mo.) Cleaners.

B & R Cleaners has been opened at Hanna City, Ill., by Robert Maher and Ray Bell.

Long's Cleaners, Marion, Ind., has announced the purchase of the Tipton branch of Ziker's Cleaners, South Bend. Mrs. Marie McCarty continues as manager of the establishment at 117 N. Main St. The Long firm also has branches in 13 other Indiana communities.

Nu-Way Cleaners, W. Third St., Cameron, Mo., has been sold by Mr. and Mrs. E. W. Schindler to Mr. and Mrs. Joe Hudson. Mr. Schindler, who was in the reserve, was expecting a recall to Army duty.

U & S Dry Cleaners has moved to a new plant at 11 E. Monroe, Villa Grove, Ill.

A bankruptcy petition was reported filed by Diamond Cleaners, Inc., 1012 S. First St., Milwaukee, Wis. The petition was signed by Harry H. Weintraub, president.

William McMahill has moved the Pattonsburg (Mo.) Cleaning and Bill's Toggery to new quarters leased on Main St.



Texture-San®

- Texturizing Service is a Business Builder.
- Restores shape, sizing and body to fabrics.
- Treated cloth resists moisture, sun and stains.
- A service customers like. Low cost. Write today.



HUNTINGTON LABORATORIES, INC.
Huntington, Indiana • Toronto, Canada

Herschel Hagnar has purchased a building on the Public Square, Knightstown, Ind., to which he plans to move his Garment Cleaner after remodeling and installation of new equipment.

Mrs. Minnie Freeman has sold her cleaning establishment at Worthington, Ind., to her son, J. O. Freeman, and son-in-law, Martin Shouse. The partners have installed new equipment.

The grand opening of the new drive-in branch of Aero Cleaners and Launderers, 6417 Sheridan, Chicago, Ill., featured distribution of free toy planes to children by a girl in a Piper Cub plane, and an illuminated blimp. The firm is headed by Louis H. Pierce.

Ashland Cleaners has moved to new quarters at 4709 E. 24th St., Kansas City, Mo. The premises have been remodeled and modernized by the proprietor, Ralph Sharp.

A new drycleaning unit has been installed by Howard Fischvogt and John R. Henson at Modern Cleaners, Aurora, Ind.

Drive-in Cleaners, the first of its kind in Urbana, Ill., has been opened at 301 S. First St. by Roy W. Alexander.

Summit Cleaners, Kansas City, Mo., has entered its 47th year and is planning a celebration for

its two-millionth customer, it was announced by Frank Hansen, general manager. The firm was founded in 1904 by Jack H. Richey and now has plants at 37th and Main and 39th and Summit in Kansas City, Mo., and Eighth and Minnesota, Kansas City, Kans.

Neva R. Heinzeroth is the new proprietor of Jacobs Cleaners, Ashton, Ill.

Pearson Cleaners, Mexico, Mo., has been sold by Joe A. Pearson to Fred V. Pearl. The new name of the business is 900 Cleaners.

Some new equipment has been installed by Kelly's Dry Cleaning, 427 N. Ninth St., Decatur, Ill.

Michael Savino, owner of Michael's Cleaners, 624 N. Damen, Chicago, Ill., was married recently to Barbara J. Barth. The groom expected to enter the Army.

Robert Mullins has been granted permission to build a cleaning plant addition to his business on Main St., Zionsville, Ind.

Mrs. Virginia Ware Weaver and Mrs. Barbara Ware Browning have filed a certificate of partnership for operation of Keystone Cleaners, 133 E. Jefferson St., Franklin, Ind. The business was transferred to them by their father, Edgar D. Ware.



**NORTH
WEST**

College Cleaners, 309 Siskiyou Blvd., Ashland, Ore., has been sold by Mr. and Mrs. C. A. Irwin to Ivan Ferris and George Thomas.

The opening of K St. Cleaners at Division and K Sts., Tacoma, Wash., marks the return of Hans Lavik to the drycleaning business.

Imagine . . .
ONE PAD LASTS . . .

5 YEARS!



**UNCONDITIONALLY
GUARANTEED!**

FIREFLY ASBESTOS PADS

FOR USE ON FREE STEAM PRESSES

It's a fact! Each FIREFLY pad will last 5 years—and longer. The secret's in the patented 5-ply asbestos construction. Five layers of specially treated open-weave asbestos are ingeniously formed so as to permit the rapid passage of steam and air for long periods of time—assuring you of quality finishing every time.

LOOK AT THE SAVINGS!

1 FIREFLY = 250 COTTON PADS

250 Cotton press pads (one-a-week for 5 years)	ONE FIREFLY press pad that lasts for 3 years . . .
• 90¢	\$17.50

225.00 ← → 17.50

JOBBER'S INQUIRIES INVITED

Please ship . . . FIREFLY
press pads @ \$17.50.
Indicate name & model
of press.

Without obligation,
please send complete
information on FIREFLY
press pads.

NAME OF FIRM _____
ADDRESS _____ CITY _____ STATE _____
YOUR NAME _____ JOBBER _____

FIREFLY
U.S. Pat. No. 2,382,141

FIREFLY ASBESTOS PRODUCTS
175 BERGEN STREET NEWARK 3, NEW JERSEY

BADER PANTS STRETCHER



**SEE HOW IT
S-T-R-E-T-C-H-E-S**

\$186.50 F.O.B.
Ft. Smith, Ark.

SIMPLE TO OPERATE

SIMPLE
TO
INSTALL

- Takes Ladies' and Boys' Slacks as Small as 33" Waist
- Makes Scrubs as easy to finish as Dry Cleans

Would you like to have demonstrated in your own plant, without obligation to you, a Pants Stretcher that any cleaning plant can afford! One that will do anything an expensive Stretcher will do. If so, mail the coupon below today and soon a representative will call at your plant for a FREE demonstration.

C. L. BADER COMPANY, INC.

110 N. 10TH ST.

FT. SMITH, ARK.

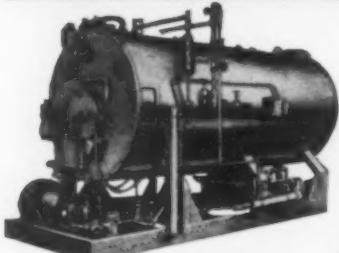
Please send more information.

I want a FREE demonstration of the Bader Pants Stretcher in my own plant. Of course this does not obligate me in any way.

Name _____
Address _____
City _____

State _____

MODERNIZE with the AMESTEAM GENERATOR



HERE
ARE THE
FACTS!

- COMPLETE • COMPACT
- ACCESSIBLE • EFFICIENT
- AUTOMATIC

10 to 500 h. p.
15 to 200 lbs.



WRITE FOR
YOUR COPY

AMES IRON WORKS
BOX 109
OSWEGO, N. Y.

Builders of Better Boilers since 1848

Manufactured under

License in Canada by VOLCANO, LTD., Montreal, P. Q.

LAUNDRY CUSTOMERS
EVERWHERE LIKE -



BETTER
QUALITY WASHING PERSONAL SERVICE
A BETTER WASHING SERVICE!
LAUNDRY OWNERS EVERYWHERE
LIKE IT TOO! THEY SAY:

"For the first time in 42 years of our laundry experience we have been able to serve over 2800 new customers in ten weeks without chasing our trucks all over the city."
"With the Milnor System our bundle weight has increased 25% because of quicker service."

"The faster service is enabling us to gradually spread our work load over the entire work week."

"Our production costs in our finished family department have been reduced from 39% to 21%."

"Over 60% of our new customers bring in dry cleaning and use our other services too."

**THE MILNOR SYSTEM OF INDIVIDUAL
WASHING IS GREAT NEWS. WRITE FOR
DETAILS TODAY!**



See us in Booth
2146 at the
A.I.L.
Convention,
Chicago, Ill.,
October 19-21
Nov. 21.



NEW YORKER

1/2" Steam Traps

with built-in strainers
for all steam pressures
used by laundries and drycleaners.

WRITE FOR JOBBER'S PRICE

\$9.00

NEW YORK PRESSING MACHINERY CORP.
850 BROADWAY
NEW YORK - 3

Lawrence Massey, owner of L. Brewer on N. Main St., Humboldt (Neb.) Cleaners, recently celebrated the opening of his new plant.

Roselawn Cleaners, 4931 N. E. 18th Ave., Portland, Ore., has been leased by Willard May to Mary Jane Wojcik and Ruth Irene Hakkinen.

Modern Cleaners, Bayard, Neb., has been bought by Mr. and Mrs. Charles R. Mount from Mr. and Mrs. W. L. Griffith.

Mr. and Mrs. A. L. Starmer, who formerly operated Stevenson (Wash.) Dry Cleaners, have repurchased the plant from Mr. and Mrs. George Brown.

Nu Way Cleaners has been established by Albert L. and Ruth

Sage Cleaners, Lexington, Neb., has installed new drycleaning equipment.

Peninsula Cleaners, Ilwaco, Wash., has been sold by Stewart Harris to Mr. and Mrs. Oliver Holmes.

Mid-West Cleaners has been opened by C. V. Stroup on Main St., Spalding, Neb.

Millwood (Wash.) Quality Cleaners has been opened at E9007 Trent St. by Willard Nelson and Gordon Lanham. The business will be managed by Mr. Nelson, while Mr. Lanham will continue to operate Millwood Cleaners at 9003 Euclid.



**NORTH
EAST**

Martin Hirshkowitz, a graduate of the NICD general and management courses, is setting up a drycleaning plant for Brady Laundry, Athens, N. Y.

A certificate for conduct of Brandi Cleaners & Dyers, 3635 Frazier St., Pittsburgh, Pa., has been filed by Domenico Brandi-marti.

Hardwick (Vt.) Cleaners has been established in a newly remodeled building on Main St. by Mr. and Mrs. C. J. McAllister.

Bristol Cleaners & Dyers, Inc., Warren, R. I., has been incorporated by Harry J. Main, Madeline W. White and Harold G. Brown.

Wildemann's Cleaning establishment, 54 W. Piedmont St., Keyser, W. Va., has been sold by Walter R. Wildemann to an employee, Raymond Stafford.

Hamden Rug Company, Meriden, Conn., has announced plans to build a new rug cleaning and storage plant on S. Colony St.

Buxmont Cleaners, owned by Albert F. Barbano, recently held the formal opening of its new plant at 20 N. York Rd., Hatboro, Pa.

Incorporation papers have been filed by B & L Cleaners, Inc., 135 N. Washington St., North Attleboro, Mass., by Louis E.

YOU TOO!

Will Have Time For

IF YOU USE
for Whites



It's **FAST**
Economical
10¢ jar \$8.50
SAFE

Warco LABORATORIES

1636-40 West Vernon Ave. Los Angeles 37, California



Order From Your Jobber or Write Direct

Lomasney, president; Hazel H. J. Kozial, Jr., to Joseph V. Lomasney, treasurer, and David Gormley. The business will be known as Joe Gormley's Cleaners.

A new cleaning plant is being constructed by James Yeash at Carmichaels, Pa.

John J. Minihan and Thomas J. Leban have filed a certificate for operation of Catalina Cleaners, 931 Chartiers Ave., Mass., has been sold by Alec Pittsburgh, Pa.

Brac-Burn Cleaners, Medway, Mass., has been sold by Alec Pittsburgh, Pa.

OBITUARIES

J. C. Brittingham, national sales engineer for The Kisco Boiler & Engineering Company, St. Louis, Missouri, died July 14. During the past six years he had made his home at Astor, Florida.

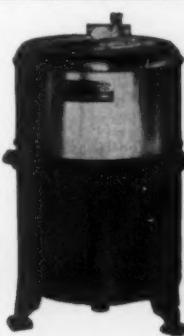
Before joining the Kisco Company, Mr. Brittingham operated his own laundry and drycleaning plant in Hamlet, North Carolina. He came to Kisco in 1928, and had since worked with and trained salesmen and distributors in every state in the country. He attended most of the national conventions.

Mr. Brittingham is survived by his wife, a son, and a daughter.

Alexander B. Cook, 91, who until his retirement was a partner in the cleaning firm of Cook & McLain founded by his father, died recently at his home in Chicago, Illinois. He is survived by a daughter, two sisters and a brother.

James Hillman, 75, a partner in IXL Dry Cleaners, Windsor, Ontario, Canada, died suddenly July 3. He is survived by two sons, a daughter, a brother and a sister.

William C. Johnson, 49, executive vice president of Allis-Chalmers Manufacturing Company of Milwaukee, Wisconsin, died suddenly July 26. A native of Birmingham, Alabama, he started his career in 1920 as an apprentice for the Alabama Power Company. In 1924



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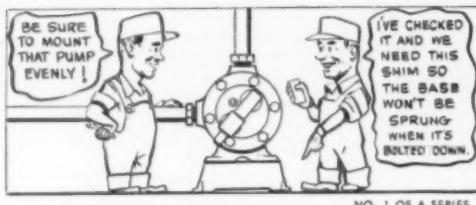
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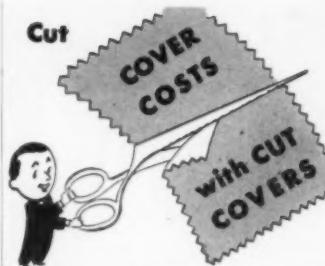
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he started at Allis-Chalmers as a machinist helper. He was active in electrical and manufacturing associations and in various Milwaukee organizations. He is survived by his wife, a son and a daughter.



Theodore A. Kemme, 53, manager of the Denver, Colorado, office of The Carman Distributing Co., Division of Carman & Co., Inc., of Brooklyn, New York, died suddenly July 4 of a heart attack. Mr. Kemme was a native of Denver. He served in the Marine Corps during World War I, and joined the Carman organization in 1934. Mr. Kemme is survived by his wife, two sons, two daughters, his father, a twin brother and two other brothers and two sisters.

Alvis F. Kemp, 49, owner of Daily Cleaners of Muskegon, Michigan, died July 13 after a long illness. A native of Kentucky, he came to Muskegon in 1922. He was a member of the Elks and Eagles. Survivors are his wife and a daughter.

Lee Pates, 68, prominent launderer and cleaner of St. Paul, Minnesota, died of a heart attack July 14 while playing golf. Associated with the laundry and cleaning business in St. Paul since 1902, Mr. Pates was president of Capitol Laundry when it merged with Model Launderers and Cleaners last January, and remained with Model as vice president.

Mr. Pates was instrumental in forming the St. Paul Laundry and Dry Cleaners Association and served as its president in 1926. He also assisted in establishing the American Institute of Laundering and was a director of that organization.

Mr. Pates is survived by his wife, four sons and a daughter.

Francis B. Pratt, 50, operator of Family Cleaners, Niagara Falls, New York, died July 13 after a brief illness. Surviving are his wife, a daughter, a sister and a brother.

Orra A. Thompson, 67, founder of Illinois Cleaners & Dyers, Decatur, Illinois, which he operated until his retirement in 1941, died suddenly July 11. During his business career he was active in Rotary and other civic organizations. He is survived by his widow, a daughter and a son.

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No. 39 SENIOR RECORD BOOK—400 Pages (10,000 entries)	Durably bound in heavy duck with leather covers	\$ 5.00
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304 East 45th Street, New York 17, N. Y.

Clifton Tobias Williams, 64, operator of Williams Dry Cleaning in Orlando, Florida, died July 16. He was president and founder of the United Brotherhood of America and a 32nd degree Mason. He is survived by two sons and two daughters.



September 16, 17 and 18—Dry Cleaners Institute (Ontario), Annual Convention, Royal York Hotel, Toronto.

September 17 and 18—Virginia Association of Launderers and Cleaners, Annual Convention, Hotel Chamberlin, Old Point Comfort.

October 19, 20 and 21—American Institute of Laundering, Annual Convention and Small Exhibit, Stevens Hotel, Chicago, Illinois.

October 25, 26 and 27—Pennsylvania Association of Dyers and Cleaners, Annual Convention, Yorktowne Hotel, York.

November 2, 3 and 4—Ohio State Association of Dyers and Cleaners, Annual Convention, Cleveland.

November 10 and 11—Cleansing Plant Owners of Massachusetts, Annual Convention, Copley Plaza Hotel, Boston.

November 24 and 25—Illinois State Cleaners and Dyers Association, Annual Convention, Pere Marquette Hotel, Peoria.

December 2—Wisconsin Dry Cleaners Association, Annual Convention, Schroeder Hotel, Milwaukee.

1952

January 19, 20 and 21—National Institute of Rug Cleaning, Annual Convention and Exhibit, Hotel Statler, Boston, Massachusetts.

February 7, 8 and 9—National Institute of Cleaning and Dyeing, Annual Convention and Exhibit, St. Louis, Missouri.

February 16 and 17—Indiana Association of Dyers and Cleaners, Annual Convention, Hotel Lincoln, Indianapolis.

February 22, 23 and 24—Iowa State Cleaners & Dyers Association and Nebraska Cleaners Association, Joint Annual Convention, Hotel Fontenelle, Omaha, Nebraska.

April 23, 24 and 25—Laundry and Cleaners Allied Trades Association and Laundry and Dry Cleaners Machinery Manufacturers Association, Annual Convention, The Greenbrier, White Sulphur Springs, West Virginia.

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CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other sections—**WHERE DO YOU WISH TO LOCATE?** Richard J. Muller—Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel.: REpublic 9-3016. 1451-2

CLEANING PLANTS—All sizes—locations. Excellent selected propositions. **PLANT OWNERS**—We can show you quick action. Have responsible buyers. We are America's foremost brokers. **DAVID JARET COMPANY**, 150 Montague St., Brooklyn 2, N. Y. Ulster 2-5600. Established over 28 years. 4154-2

MODERN GARMENT DYEHOUSE—LOCATION BOSTON. Yearly gross \$15,000—\$20,000. PRICE \$11,500. ADDRESS: Box 3950, NATIONAL CLEANER & Dyer. -2

Modern, fully equipped, solvent plant. 150' x 90', established 25 years, large Northeastern Pennsylvania city, for sale. Annual volume in excess of \$100,000 with increased potential. Cold-storage vault included. Owner retiring. Lawrence D. Biele, 1332 Lincoln Liberty Bldg., Philadelphia 7, Pa. 4192-2

Established modern attractive solvent plant, COLORADO. Large volume—fully equipped. ADDRESS: Box 4195, NATIONAL CLEANER & Dyer. 4195-2

OLD-ESTABLISHED NORTH JERSEY SOLVENT PLANT COMPLETELY EQUIPPED. WELL TRAINED, COMPETENT STAFF. AVERAGE ANNUAL GROSS OVER \$50,000. NETS \$15,000—\$18,000 ANNUALLY. \$65,000 WITH REAL ESTATE INCLUDING EXPANSION AND INCOME PROPERTY. A GOLD MINE FOR RIGHT PERSON. BOX 4238, NATIONAL CLEANER & Dyer. -2

Modern solvent plant and building in western Washington. Only cleaning plant in town. Price \$12,000. ADDRESS: Box 4255, NATIONAL CLEANER & Dyer. -2

DRYCLEANING BUSINESS: Located in a growing Colorado town with 9,000 inhabitants which is trading center for large area. Doing excellent business. Reasonable rent on building. Established 40 years. Also, practically new plant in town of 2,000 population. See or write, James L. Wade, Realtor, 105 South Main St., Lamar, Colorado. 4267-2

FOR SALE: Want to come Northwest? Where fishing and hunting is the best, here is your chance to have that and make good money. Modern petroleum plant doing \$50,000 annually. \$20,000 cash will handle. ADDRESS: Box 4306, NATIONAL CLEANER & Dyer. -2

SOLVENT PLANT—KANSAS TOWN 7,000. Complete, modern, good business. Good lease. \$1.20 prices. Reasonably priced at \$8,500, some terms. Agent: Box 327, Abilene, Kansas. 4313-2

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Good going shirt laundry and drycleaning business. Building and equipment, all in first-class condition. Room for expansion. Prosperous South Jersey town. ADDRESS: Box 4319, NATIONAL CLEANER & Dyer. 4319-2

Drycleaning plant well equipped. Business and equipment for the price of one. \$7,500 will handle. Contact E. P. Sailer, 132 Sunset Drive, or 810 West Lodi Ave., Lodi, California. 4328-2

STEP INTO MONEY—FOR SALE—GROWING DRYCLEANING BUSINESS FULLY EQUIPPED, INTAKE \$1,000 PLUS PER WEEK, DOING BEST WORK IN CITY, LARGE CASH AND CARRY. REAL ESTATE INCLUDED. LOCATED IN HEART OF NEW YORK STATE THRIVING COMMUNITY OF ABOUT 150,000 POPULATION. BEST REASON FOR SELLING. PRICE RIGHT. FULL INFORMATION. ADDRESS: BOX 4329, NATIONAL CLEANER & Dyer. -2

FOR SALE or LEASE to responsible party, up-to-date modern equipped solvent drycleaning plant, south central Iowa. Capacity \$1,000-\$1,200 weekly. Top notch in every respect. All women employees. Write: Box 4335, NATIONAL CLEANER & Dyer. -2

NEW JERSEY—Petroleum solvent plant. Two routes and plant store, all retail. Did \$80,000 last year. Established 1912. ADDRESS: Box 4339, NATIONAL CLEANER & Dyer. -2

Laundry and Cleaning Plant in mining town Arizona, only laundry in town, running \$12,000 month. Plenty of territory to expand. Own lot and buildings. Four delivery trucks. On account of health owner will sell controlling interest for \$35,000, or all stock in the corporation for \$55,000. Easy terms. Arthur Horn, 5125 Alameda, El Paso, Texas. 4344-2

Laundry and drycleaning plant, largest in town of 45,000. Well established reputation, long lease on building. Located in fastest growing city in this section. Write Box 324, Albany, Georgia. 4347-2

FOR SALE: Complete drycleaning plant consisting of two 42 x 54" Hoffman motor-driven washers, filter, still, tumbler, pressing machines, 40 H.P. oil-fired boiler. Will sell equipment and building or lease plant to a progressive party. Small investment needed to take possession. All replies held strictly confidential. Write: Box 4348, NATIONAL CLEANER & Dyer. -2

DRYCLEANING PRESS SHOP in SOUTH EASTERN MICHIGAN, new established business, all new modern equipment. Building has cleaning room for solvent plant. Volume \$200 weekly, business easily increased. Ideal for couple. Health conditions, must sell immediately. Will sacrifice for quick sale. ADDRESS: Box 4349, NATIONAL CLEANER & Dyer. -2

For Sale: Solvent plant, doing mostly wholesale. Death of partner reason for selling. Modern Cleaners, 1730 E. 20th St., Long Beach, Calif. 4351-2

CLEANING PLANTS FOR SALE (Cont'd)

Milwaukee drycleaning plant—\$70,000 gross in 1950—expect to gross \$100,000 in 1951. 3 stores, 2 trucks, all retail. Wonderful location—good prices. Ideal for experienced manager. \$75,000 with building. \$40,000 without. Building has \$340 per month income. Present owners retiring. ADDRESS: Box 4350, NATIONAL CLEANER & DYER. -2

OKLAHOMA, where State law protects operator against cut prices. Choice cleaning plants in and near Tulsa, oil capital of the World. Wm. O. Bohnefield, 513 McMurtry Building, Tulsa, Oklahoma.

FOR SALE: Medium-sized cleaning plant. Good equipment. Located in central Illinois. Priced for quick sale. ADDRESS: Box 4353, NATIONAL CLEANER & DYER. -2

MICHIGAN—LAKE ORION. 40 miles north of DETROIT. Modern synthetic drycleaning plant. Building 40 x 100, two-story brick. New equipment. One branch store. Three trucks and routes. Good year-round business. Only plant in vicinity. Sell business and property or separately. Any reasonable offer will be considered. Home also available. Owner must sell. A. W. WALKER, BOX 468, LAKE ORION, MICHIGAN. 4354-2

Modern petroleum solvent plant for sale. Town of 12,000 population. Rich farming section. Home of the largest zinc smelter in the United States. Many other industries. Reasonable rent. Plant \$8,000. Owner retiring. S. C. Carter, Globe Cleaners, Blackwell, Oklahoma. 4355-2

Established laundry, cleaning plant, linen supply. Prosperous Central Texas courthouse city. Loyal experienced employees. Cash business \$50,000 annually. Rent \$100—good lease. Bargain at \$25,000—terms \$5,000 to \$10,000 cash, balance easy. ANOTHER complete going laundry, cleaning plant, including building and adjoining apartment. Established 7 years. All for \$15,000—\$5,000 cash, balance terms. Write or phone Hammont Machinery Co., Waco, Texas. 4356-2

SOLVENT PLANT in fast growing town in ARIZONA doing \$12,000 yearly. Established 5 years ago. Will sell with building \$8,500, without building \$5,500. ADDRESS: Box 4357, NATIONAL CLEANER & DYER. -2

Due to ill health sacrificing laundry established 1929, in a heavily populated Ohio city, now doing \$100,000 annually including limited amount of drycleaning. Deal may include building or lease. A really attractive opportunity for someone familiar with the laundry business. Prospective buyer must have \$25,000 cash, balance financed over ten years on easy terms. May be seen by appointment. ADDRESS: Box 4358—NATIONAL CLEANER & DYER. -2

Wonderful opportunity two or three men. Old-established quality retail petroleum solvent plant. 1950 volume approximately \$170,000. Terrific potential. Can handle with \$60,000 cash. Terms and conditions to qualified principals only. Selling due to illness. ADDRESS: Box 4382, NATIONAL CLEANER & DYER. -2

FOR SALE: Medium-sized drycleaning plant. Located in best part of town. Established 1934 by present owner. Brick building 30 x 50. Parking space in front. Strictly cash-and-carry business. Good prices for cleaning. Plant and building for sale for \$25,000, \$10,000 plant, \$15,000 building. Felder Cleaners, 615 Hancock St., Corpus Christi, Texas. 4385-2

SOLVENT DRYCLEANING—OHIO COUNTY SEAT. Cash sales \$32,000; modern equipped; three routes; caters best trade; established 22 years; sell complete with property. Price reasonable. Apple Company, Brokers, Cleveland, Ohio. 4392-2

DRYCLEANING PLANT—WEST PENNSYLVANIA. Employs sixteen; modern equipped; 7,000 square feet; five branch stores; cash-carry; same owner 38 years. Price reasonable. Apple Company, Brokers, Cleveland, Ohio. 4396-2

FOR SALE—Modern drycleaning plant completely equipped. Excellent location. Annual sales \$30,775 in 1950. Ill health reason for selling. Will sell for \$35,000. SERVICE CLEANERS, 224 W. Jefferson, Springfield, Ill. 4396-2

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WANTED — MIDWEST — WELL ESTABLISHED AND EQUIPPED SOLVENT DRYCLEANING PLANT DOING VOLUME \$30,000 YEARLY OR BETTER. ADDRESS: BOX 4325, NATIONAL CLEANER & DYER. -1

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FUR STORAGE PLANTS FOR SALE: With or without drycleaning plants. All locations. Exclusive listings for qualified buyers. FRANK DEUTSCHER, 16 Court St., Brooklyn, 2, N. Y. Tel. Triangle 5-2313. 4316-21

Fur storage and drycleaning business, large volume. One of the most modern fur storage vaults in the Southwest, with bank door, refrigeration, etc. Complete drycleaning department, latest equipment, fast growing business. Retirement reason for selling. \$55,000 will handle. Alaska Fur Storage & Drycleaning Co., 2501 N. 7th St., Phoenix, Arizona. 4378-21

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DRIVE-IN—LAUNDRY and CLEANERS. \$50,000 NET PROFIT IN 1950. \$70,000 possible profit for 1951 due to exceptionally large increase in volume this year. Drycleaning volume over \$100,000 last year. Long-term lease on new modern building, built especially for this business, 100 percent location. Equipped with the latest modern machinery. Business established over twelve years. Due to illness a quick sale must be made. Will sacrifice this unusual profitable business for \$150,000 cash. Investment can be made back in 3 years. Please give financial information in replying and full details will be given including complete set of photos. This business will bear close investigation. Address: Post Office Box 1073, Kansas City 10, Mo. 4377-11

PAPER-BOARD GARMENT HANGER PATENT FOR SALE OR LICENSE. Patent covers one-piece die-cut hangers which will support heaviest garments, including suits, overcoats and fur coats. Provides advertising space. Paul Lipman, 98-12, Queens Blvd., Forest Hills, N. Y. 4345-11

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Learn tailoring, alterations and repairs, or pattern designing in one of America's finest tailoring schools. Write for free booklet #2. Empire Institute of Tailoring, 442 E. 5th St., Hazleton, Penna. 3974-15

SITUATIONS WANTED

EXPERIENCED MANAGER—SILK SPOTTER. Graduate of N.I.C.D. Veteran. Age 32, two children. Wants steady position with future in Long Island, New York or New Jersey. Available immediately. Contact Lloyd Fink, River Road and Church Lane, Montville, N. J., or Phone Boonton 8-1582-5. 4289-5

A-1 laundry Superintendent. American, white, married, sober, steady, pleasant to get along with, 25 years' experience. Prefer hospital or hotel laundry. Must be steady position. Best of references. Will go anywhere in States or foreign countries. Prefer warm climate. ADDRESS: Box 4315, NATIONAL CLEANER & DYER. -5

Drycleaning Manager—Expert Spotter—University graduate. Twenty years' experience, all phases, synthetic and petroleum, including plant ownership. Capable all-around executive. Married. Will settle wherever suitable opportunity is provided. Highest recommendation. ADDRESS: Box 4320, NATIONAL CLEANER & DYER. -5

Expert silk spotter. Twenty years' top-flight experience, synthetic and petroleum systems. Can assume full responsibility for quality production. Married. Will settle anywhere for permanent proposition. ADDRESS: Box 4321, NATIONAL CLEANER & DYER. -5

SITUATIONS WANTED (Cont'd)

SILK SPOTTER FIRST-CLASS. Age 49, married and dependable. Thirty years' experience in all phases of the business. Desires steady position with good concern. **ADDRESS:** Box 4300, **NATIONAL CLEANER & DYER.** -5

SUPERINTENDENT or SPOTTER: 49 years of age, 25 years experience spotting and plant management. Have assumed responsibilities of medium and large volume plants. **ADDRESS:** Box 4510, **NATIONAL CLEANER & DYER.** -5

N.I.C.D. graduate, ten years experience in all phases of industry, wants position in large plant or salesman for Manufacturing Company with future and an opportunity for advancement. Best references. **ADDRESS:** Box 4338, **NATIONAL CLEANER & DYER.** -5

PLANT MANAGER, 15 years experience, N.I.C.D. graduate-general and management courses-ready to tackle your headache. **ADDRESS:** Box 4340, **NATIONAL CLEANER & DYER.** -5

Wanted: Position as Manager, Supervisor or Assistant to Superintendent. Now employed as combination spotter, charge cleaning room of medium-sized quality plant. Sober, dependable, no floater's job wanted, want to better self. 15 years' experience. Graduate of two cleaning schools of wet cleaning and spotting. Employer will give references to workmanship, dependability. Family man, etc. Prefer vicinity Huntington, W. Va. Specialized 10 years spotting silks. **ADDRESS:** Box 4370, **NATIONAL CLEANER & DYER.** -5

Experienced, all-around man (silk spotter, silk presser, pleater and production manager) wants steady job with good salary. Metropolitan area or commuting distance from New York preferred. **ADDRESS:** Box 4371, **NATIONAL CLEANER & DYER.** -5

Position wanted as Manager in any size plant. Many years experience, practical cleaner, spotter, can teach help, knows production. Sober and reliable. Free to go anywhere. Salary not less than \$100. per week. **ADDRESS:** Box 4394, **NATIONAL CLEANER & DYER.** 4394-5

Drycleaning expert and demonstrator wishes to connect with reliable firm as salesman and serviceman. Free to travel. Large following amongst jobbers, salesmen and cleaning plants. Missionary work in chemicals a specialty. Position with jobber as serviceman to the trade desirable. Remuneration in proportion to position. **ADDRESS:** Box 4395, **NATIONAL CLEANER & DYER.** 4395-5

HELP WANTED

Quality Drycleaner needed who can train new personnel in modern quality production of pressing and finishing. The possibilities are here for the right man. Small town West Texas shop. N. I. C. D. member. Good equipment. Living costs average or lower. High, dry climate; mild winters. **ADDRESS:** Box 3960, **NATIONAL CLEANER & DYER.** -7

Excellent opportunity for salesmen and distributors on most attractive line of Dry Cleaner Soaps and Spotters. Protected territory. The A. F. Wolke Co., New Albany, Indiana. 4247-7

DRYCLEANING AND LAUNDRY SUPERINTENDENT, Middle West, laundry experience preferred but not imperative. Must be able to assume full responsibility. An executive's job, \$5,200 salary. Give full details. **ADDRESS:** Box 4265, **NATIONAL CLEANER & DYER.** -7

WORKING FOREMAN—for a long-established quality exclusive cleaning plant. New building and finest equipment. Here is a rare opportunity for an experienced capable man with initiative to take full charge of production, employing about 35 people. Must be able to instruct as well as supervise. Top salary and secure future for the right man. **PARIS CLEANERS & FURRIES,** Springfield, Illinois. 4304-7

WANTED: GOOD SPOTTER AND DRYCLEANER WHO REALLY CAN TAKE OVER. OPPORTUNITY FOR ENERGETIC YOUNG MAN TO WORK TOWARDS A PARTNERSHIP IN LAUNDRY AND DRYCLEANING PLANT, CENTRAL INDIANA. **ADDRESS:** BOX 4372, **NATIONAL CLEANER & DYER.** -7

SPOTTER FOR WOOLENS AND SILK in medium-size plant, town of eighteen thousand in Kentucky. State salary. **ADDRESS:** Box 4373—**NATIONAL CLEANER & DYER.** -7

HELP WANTED (Cont'd)

Presser—silk and wool—quality. Top wages for right dependable person—steady. Give details, etc. **Towne Cleaners, Albany, N. Y.** 4374-7

All-around man for small quality drycleaning plant—steady—dependable. Give details and experience. **Towne Cleaners, Albany, N. Y.** 4384-7

SILK SPOTTER-MANAGER, small naphtha plant, Pittsburgh, Pa. Top quality, experience in synthetic and petroleum systems, to assume full responsibility for quality production. Must have knowledge of all phases of work. Top salary and commission. **ADDRESS:** Box 4375, **NATIONAL CLEANER & DYER.** -7

WANTED, MEN, EXPERIENCED PRESSERS for drycleaning plant. Top wages for top men. Quality work expected. Call or write La Grange Cleaners, 602 E. Cossitt, La Grange 131 (Illinois). 4388-7

WANTED, MALE CLEANER, SPOTTER. Must be top man. Small quality plant employing 15 people. **ADDRESS:** Box 4389, **NATIONAL CLEANER & DYER.** -7

WANTED, WOMEN, EXPERIENCED SILK FINISHERS for drycleaning plant. Must be able to pleat. Top wages for quality work. La Grange Cleaners, 602 E. Cossitt, La Grange 131 (Illinois). 4390-7

SALESMEN WANTED

WEST COAST SALESMAN calling on laundry and cleaning plants. We want **ONE GOOD MAN** who can add to his line a nationally known, easily sold item. **HIGH COMMISSION RATE.** Replies will be held in strict confidence. Write: **Box 4187, NATIONAL CLEANER & DYER.** -14

Salesman with large following among cleaners and laundries to sell for cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. **Bernard Sirota Company, 620 Smith St., Brooklyn 31, N. Y.** 3371-14

Technical salesman to sell and demonstrate drycleaning soaps. Must be free to travel. Give full background, sales experience, drawings and commissions. **ADDRESS:** Box 3664, **NATIONAL CLEANER & DYER.** -14

SALESMEN: Calling on drycleaners. We have the **HIGHEST RATED MOTHPROOFING PRODUCT** of its type on the market. Here is an opportunity to add a fast-moving repeat item to your line. Liberal commission. Replies kept confidential. **SIGNAL CHEMICAL MFG. CO., CLEVELAND 4, OHIO.** 4198-14

Excellent opportunity for salesmen and distributors on most attractive line of Dry Cleaner Soaps and Spotters. Protected territory. The A. F. Wolke Co., New Albany, Indiana. 4248-14

SALESMEN—Amazing customer acceptance demands expansion of 40-man field staff. Your job would be sales engineering in established, small territory in which you are the boss. You travel in company car, all your traveling expenses paid, and draw a straight salary above industry average, with unlimited extra opportunities from understandable incentive plan. Our company's 110 years' record guarantees job stability and constant staff expansion offers management opportunities for hard workers. Liberal company-sponsored retirement program eliminates worries about the future. A college degree and drycleaning industry experience is helpful but not required. Our essential interest is in your willingness and ability to work and to learn. If you have that, coupled with ambition, and are between 26 and 49 years old, send all details, plus a recent photo to **Box 4334, NATIONAL CLEANER & DYER.** Our present field men know of this ad. -14

Salesmen with contacts among drycleaners and laundries to sell straight pins, staples, office supplies and printing on profit sharing plan. State experience and what contacts you have. **ADDRESS:** Box 4337, **NATIONAL CLEANER & DYER.** -14

JOBBERS' LINES WANTED

WANTED—FILTER POWDER—DRYCLEANING SOAP—SUPPLIES—for distribution in the Canadian market by one of Canada's largest chemical, drycleaning and laundry supply companies with coast to coast distribution. Must be able to pass very critical tests as only the best products obtainable are of interest. **P. N. SODEN & COMPANY LIMITED, 2143 ST. PATRICK STREET, MONTREAL, QUEBEC, CANADA.** 4291-30

REWEAVING

The old reliable "BERGER DAMAGE REWEAVING" serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your jobs to **"BERGER DAMAGE REWEAVING COMPANY," 666 Madison Avenue, New York City 21, Dept. O.** 148-29

REWEAVING, ONE DAY SERVICE: Cigarette burns, moth-holes, tears, spots in garments, linens and rugs, like new. Small jobs returned same day. Send garments for estimate. Established 1910. American Textile Weaving Company, 5 North Wabash, Chicago. 149-29

A. A. A. WEAVING SERVICE. Holes, burns, tears and imperfections in garments and fabrics of all descriptions expertly re-woven by hand. **FINEST WORK AT NEW LOW PRICE SCHEDULE.** Save money on claims and adjustments. Sell this very profitable service to your customers. We pay postage one way. **A. A. A. WEAVING SERVICE, 1182 MADISON AVENUE, NEW YORK CITY 28.** 150-29

RE-WEAVERS SINCE 1920. Send us your next damaged garment or ask for price-list. **FRENCH TEXTILE CO., 432 AVENUE "A," ROCHESTER, N. Y.** 153-29

RE-WEAVING—Saves and renews damaged garments. Contact us. Send garments for estimate. **MAGIC RE-WEAVING SERVICE**—227 Ness Building, 28 West 2nd South, Salt Lake City, Utah. Phone: 4-4052. 1629-29

"40% PROFIT WITHOUT INVESTMENT." Send us garments with burns, rips, holes to be skillfully rewoven by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for \$12 complete with instructions. Replacement points \$6 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven Connecticut. 3298-29

WHAT IS REWEAVING? It is not a piece of fabric woven over a damage. We do **BLENDED** French weaving (the best of single-thread weaving), including fancy weaves and gabardines. **WHAT IS PIECE WEAVING?** It is not a matched pull-thru done with a sharp latch needle. On this work, we actually **WEAVE** the edges perfectly (there is a big difference). We offer consistent service, moderate prices, and good planned profit. Our work and service will convince you we know what we are talking about. Copyright 1950. **WEAVE MASTERS, INC., 413 Race St., Cincinnati 2, Ohio.** 3503-29

Do you want larger re-weaving profits? Burns, tears, moth-holes re-woven in all materials. Service 1 day on most jobs. Lowest prices. We specialize in wholesale work. We pay return postage. Satisfaction or your money back. Write for free signs and price lists. **THRIFTY WEAVERS, 310 St. Clair St., Toledo, Ohio.** 3769-29

RE-WEAVING. A prompt, efficient wholesale, mail-order service at a very moderate cost. We **RE-WEAVE** the **EXACT PATTERN** in **ALL FABRICS**, eliminating all traces of damage. **FRENCH WEAVING**—both sides—if you wish. Our complete re-weaving service will make you a satisfied permanent customer. Write for pricing chart or send garment for estimate. Cincinnati Repair Service, 413 Race Street, Cincinnati 2, Ohio. 4379-29

PAULSON'S REWEAVING, QUALITY WORKMANSHIP by **SKILLED OPERATORS** backed by over **15 YEARS' EXPERIENCE** and **MONEY-BACK GUARANTEE**. Wholesale prices. Return postage paid. Easy to use measuring scale, "no figuring to do." Display poster on request. Estimates furnished if desired. Prompt service. A trial order will convince you. Mail your orders to our shop nearest you. **PAULSON'S REWEAVING, 418 7th St., DES MOINES 9, IOWA, 633 Kansas Ave., TOPEKA, KANSAS, Independence Bldg., COLORADO SPRINGS, COLORADO.** 4380-29

SOUTH AMERICAN WAY OF REWEAVING. WITH OUR LATIN STAFF OF REWEAVING EXPERTS WE OFFER YOU THE FINEST REWEAVING IN AMERICA. MAIL GARMENTS FOR ESTIMATE, 24 HOUR MAIL SERVICE. **COLUMBUS REWEAVERS, 7651 N.E. 2nd AVE., MIAMI 38, FLORIDA—DIXIE REWEAVERS, 66 LUCKIE STREET, N.W., ATLANTA, GEORGIA.** 4400-29

INVISIBLE RE-WEAVING BY EXPERTS. One order will convince you we are the best. Three day service on large jobs. One day service if requested. Wholesale price \$7.75 per running inch. Free estimates. Satisfaction guaranteed. **STIMMEL REWEAVERS, 435 1st National Bank Bldg., Springfield, Ohio.** 4401-29

REWEAVERS' SUPPLIES

Inweave and Wonderweave needles sold complete with illustrated instruction sheet, \$12 each. Replacement points, \$6 each. National Reweaving Service, 46 Whalley Ave., New Haven, Connecticut. 2776-23

We teach re-weaving by mail. Simple comprehensive instructions. New all-metal weaving instrument. Send for complete particulars. F. S. Peters, 2326 Izard St., Little Rock, Arkansas. 3594-23

REWEAVING & MENDING ROOM EQUIPMENT. Double darners in all sizes; sharp, blunt and ball-point. Inweaving points, handles and bench supplies for inweaving, French weaving, re-knitting, hose repairing, stoating, etc. Ask for **FOLDER NC, COLUMBIA NEEDLEWORK SUPPLY CO., 411 6th Street, N.E., Washington, D. C.** 4240-23

LEARN REWEAVING. Genuine, single-thread, invisible **FRENCH REWEAVING** does not require special latch needles, special instruments or tools. I am in the business, teach our weavers and know. Why be fooled? Completely illustrated texts, instructions—Basic French Weaving \$15. Advanced French Weaving \$10. Piece Weaving (includes two instruments) \$10. Our simple, illustrated instruction sheet on Piece Weaving (overweave, inweave, etc.) plus one instrument, only \$5. All the texts and two instruments \$30. E. C. O'Hagan, c/o Weave Masters, 413 Race Street, Cincinnati, Ohio. 3880-23

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INVISIBLE REWEAVING. Men—Women. Home course sent on five-day no-risk examination. \$5 hour possible spare or full time. Reweave burns, tears, moth-holes like new at home. Free details. **Skil-Weave, 1717-AC Westwood, Los Angeles 24, California.** 4308-32

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This service gives you mats of illustrations drawn by leading artists. Each issue is carefully merchandised to cover seasonal promotions, with well written copy and layouts.

Plenty of hand-lettered headings and borders, as well as small "spot" cuts and photos!

If you are ready to advertise for increased business, this service can be useful to you.

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Mail to **VINCENT EDWARDS & CO.**

World's largest advertising service organization

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MAKE CLOTH COVERED BUTTONS AND BUCKLES.
Save your customers and save headaches. **MAXANT BUTTON**,
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PADS, COVERS, FLANNELS for laundry and drycleaning
presses. Write for price list. **FRANKLIN TEXTILE MILLS**,
Dept. N., Franklin Park, Mass. 3127-8

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A SHORT, CONCISE AND ACCURATE GUIDE TO STEP-BY-STEP REMOVAL OF ALL SPOTS AND STAINS. EACH TYPE OF STAIN, ITS COMPOSITION AND REMOVAL IS COMPLETELY DESCRIBED ON INDIVIDUAL PAGES WITH THUMBNAIL INDEX. ORDER ONE NOW. PRICE \$3.00. "SPOTTER'S POCKET GUIDE," POST OFFICE BOX 265, SILVER SPRING, MD. 3595-5

ELIMINATE THE REMOVAL OF BUTTONS AND BUCKLES.
Save on labor-cut down complaints-speed up production. Allow us to place in your plant on approval a small assortment of **SLIP-ON BUTTON AND BUCKLE PROTECTORS**. We know of no better way for a plant manager to judge our product. Over 2000 plants have used them. **SLIP-ON BUTTON AND BUCKLE PROTECTOR CO.**, 2610 Clay Ave., Fresno 1, California. 3476-8

COMMON SENSE INCENTIVES for the small plant. A new book written for drycleaners by two drycleaners. Better plant operation. Lower productive labor cost. Easy to understand. Work sheets, piece rates, etc., illustrated and explained. Price \$5.00 cash or COD. Order from Common Sense Incentives, Post Office Box 562 A, Sheboygan, Wisconsin. 4038-8

THUMB GRIP HOSE CLAMPS—WORM DRIVE for better, faster, tighter clamping for steam hose, spotting gun hose, steam-iron or air hose. Quick and easy to put on. **ORDER TODAY**. One dozen minimum, only \$1.50 F.O.B. Akron, Ohio, C.O.D. or remittance with order. **JOBBERS SOLICITED. LOUIS MARKS, INC.**, 274 Park St., Akron, Ohio. 4293-8

100 TALON TROUSER ZIPPERS \$15.00, other bargains in zippers, thread, buttons. Ask for our special sale price list and catalog. **NASSAU NOTIONHOUSE**, NASSAU, N. Y. 4376-8

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OUR FALL AND WINTER FEATURE: Any fur coat remodelled to new "handlebar-moustache style" \$40 complete. Striped furs slightly more. Refashioned to new sling cape, \$50. Other **REPAIRS AND REMODELS, CONVERSIONS, NEW GARMENTS**, in fact all fur service "KATRED" to your needs. Send for new booklet with complete price chart, **FREE. DAVID G. KAPLAN'S, KATH FURS** (drycleaners' fur service), 146 W. 29th St., 8th Floor, New York City, N. Y. 4336-34

CONSULTANTS

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU**, SILVER SPRING, MARYLAND. 155-25

LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE**, 697 Roosevelt Ave., Roaring Spring, Pennsylvania. 3635-25

AT LAST! Complete consulting service for your drycleaning problems at a fair cost. Solvent analysis and damaged garment analysis. Send your solvent samples and damaged garments to: C. A. Gault, Drycleaning Consultant, 31 N. Summit Street, Akron 6, Ohio. 4132-25

DYEING

SHARP'S RE-DYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a larger building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

QUALITY GARMENT DYEING FOR THE TRADE. 25 YEARS OF CONSECUTIVE, SUCCESSFUL SERVICE TO CLEANING AND LAUNDRY PLANTS EVERYWHERE. SHIP YOUR DYE WORK TO LOEBL'S FOR FAST COLORS AND BLOOMING SHADES. LABELS, LISTING BLANKS FURNISHED ON REQUEST. LOEBL DYE WORKS, INC., 346-350 W. SALEM AVE., ROANOKE, VA. 522-12

SENECA DYERS—EASY TO FINISH DYED WORK—TO THE TRADE ONLY. If you want the "BEST" send your next dye order to the **SENECA DYERS**, 1227 MAPLE STREET, ROCHESTER 2, N. Y. 1562-12

WHOLESALE GARMENT AND RUG DYEING. If it's quality work you are looking for in redyeing of garments and rugs, give us a trial. Send for price list and listing blanks. **DETROIT DYE WORKS**, 9088 East Forest Ave., Detroit 13, Michigan. 3751-12

AMERICA'S FINEST GARMENT DYEING: Serving several thousand **CLEANERS FROM COAST TO COAST**, wholesale only since 1917. Our large three-story plant is modernly equipped, and our high-grade dyeing will prove an asset to your business. **KRAN-MER** is a money maker for the cleaner. Send us a trial and be convinced. **KRAN-MER DYE HOUSE**, 2435 North Third Street, Milwaukee, Wisconsin. 4098-12

MAJESTIC DYE HOUSE: GUARANTEED GARMENT DYEING. Fast colors, beautiful and bright. No wrinkles, easy to finish. Located centrally for fast service. Price list, color card, mailing material, free on request. **MAJESTIC DYE HOUSE**, 3920 West Armitage, Chicago 47, Illinois. 4157-12

GARMENT DYERS—FAST SERVICE, Central Dyers, 541 Shawmut Ave., Boston, Mass. 4254-12

DELUXE DYE WORKS, 16234 Wyoming Avenue, Detroit 21, Michigan. Garment, Rug and Drapery Dyers. Prompt Service, quality work. Michigan's most modern dye house. 4277-12

POWER PLANT EQUIPMENT FOR SALE

For Sale: 5 horsepower O & S boiler complete with burner, return system, high and low pressure controls, in A-1 condition. Replaced by larger boiler. Mailhot Cleaners, Mystic, Conn. 4226-36

Forty horsepower high pressure boiler, bin feed stoker, return system and all electric controls. In A-1 condition. Epstein's, 166 Clinton Ave., North, Rochester, N. Y. 4341-36

Used 19 H.P. Dutton horizontal return tube boiler and Iron Fireman bin-feed stoker. Insurance reports available. \$875. Essling's Cleaners, LaPorte, Indiana. 4342-36

1-25 H.P. STEAMASTER WATER TUBE BOILER with Cleaver-Brooks oil burner. Used 5½ months (reasonable). Phone: 6060-Pewaukee. Pewaukee Fashion Cleaners, 215 Oakton Ave., Pewaukee, Wisconsin. 4346-36

10 HP. Cyclotherm Steam Generator, oil fired, 2 years old, \$700. Hoffman Drying Cabinet \$125. Forse Redhead press 42", \$50. Nu Way Drycleaners, 1115 N. 7th St., Niles, Michigan. 4361-36

MACHINERY WANTED

WANTED: USED "HOFFMAN" UTILITY PRESSES, any model, any amount, located Texas near Mexican border. Address offers to: "M.A.T.S.A.", Dr. Pasteur 113, MEXICO, D. F., MEXICO. 4047-3

WANTED to buy: Used PLEATING MACHINES. Will pay reasonable price. Send details to Robert Winslow, 93 Bruce St., Littleton, Mass. 4397-3

MACHINERY FOR SALE

REBUILT TO WEAR WITHOUT REPAIR. Complete dry-cleaning plants for solvent or synthetic, also complete laundry plants. Large stock on floor ready for inspection. Write for catalogue or visit us. **IMPERIAL LAUNDRY MACHINERY CO.**, 245 Huron St., Brooklyn 22, N. Y. Tel Ev-9-6585. 832-4

For Drycleaning-Laundry Machinery try **KEEL COMPANY**, 7230 N. Western Avenue, Chicago 45, Illinois. 1463-4

Drycleaning Washer, Hoffman 36x54", also 36x64", 42x64", rebuilt like new. **BARGAIN PRICES**. Send for full details: **WILLIAMS LAUNDRY MACHINERY CO., Inc.**, 37-16 22nd St., Long Island City 1, N. Y. STillwell 6-6666. 2828-4

Extractors, 48", Amico, open top, late type, rebuilt like new, \$1,595; also 30", 28", 26" and 20" at **BARGAIN PRICES**. **WILLIAMS LAUNDRY MACHINERY CO., Inc.**, 37-16 22nd St., Long Island City 1, N. Y. STillwell 6-6666. 2827-4

Filters, 5,000-gallon Hoffman, automatic scraper. Monel metal screens, practically new. **BARGAIN PRICE** \$895; also available 2,000, 1,000 gallon. **WILLIAMS LAUNDRY MACHINERY CO., Inc.**, 37-16 22nd St., Long Island City 1, N. Y. STillwell 6-6666. 2828-4

New 100-gallon Whitlock-Branson Vacuum Stills, directly-connected explosion-proof motor-pump sets. Ready for immediate delivery. The Whitlock Manufacturing Co., Drawer 175, Hartford 10, Connecticut. 3351-4

IMPERIAL Laundry Machinery Co., 245 Huron St., Brooklyn, N. Y. Ev-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection; reasonable prices and terms; one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 3607-4

AVAILABLE NOW IN YOUR LOCALITY. Bargains in good used equipment. **MARTIN EQUIPMENT CORPORATION**, 789 Hertel Avenue, Buffalo, New York. 5399-4

TEX-TAG MARKING SYSTEM. **REASONABLE.** **WILL SELL ALL OR PART.** **ADDRESS: BOX 4172, NATIONAL CLEANER & DYER.** 4

FOR SALE: 1 Columbia Model G cleaning machine complete with filter and still. Excellent condition. For particulars write: **WELLSVILLE DRY CLEANERS**, WELLSVILLE, N. Y. 4284-4

Prosperity 6A; Sec; Columbia, Band Box, Mercury, and miscellaneous Petroleum equipment for sale at attractive prices. All in operating condition. Martin Equipment Corporation, 785 Hertel Avenue, Buffalo 7, N. Y. 3618-4

Prosperity 6A latest type, fully automatic Synthetic Unit, used less than 2 years. Can be seen in operation. Priced reasonable; can arrange terms. Trade-ins accepted. **IMPERIAL LAUNDRY MACHINERY CORP.**, 245 Huron St., Brooklyn, N. Y. Ev-9-6585. 3917-4

FOR SALE—FUR STORAGE REFRIGERATION UNIT—Brunswick-Kroeschel—carbon dioxide compressor complete with 7½ H.P. motor—for high side with condensing coils and electrical controls—can be seen in operation now. Good condition. \$375. **ADDRESS: Box 4343, NATIONAL CLEANER & DYER.** 4

BUTLER STILL—Late model, complete with motor-driven pump, capacity 200 gals. per hour \$300.

ZEPHYR WASHERS, 4-54 x 70" motor driven, explosion-proof motors, \$750 each.

ZEPHYR EXTRACTORS, 2-60" explosion proof, motor-driven, open top, \$1,750 each. All in very good condition.

Lichtenstein Gen'l Dry Cleaners Corp., 808 E. 139th St., Bronx, N. Y. Mott Haven 9-0470. 4391-4

WASHER—36 x 54" American metal shell, wood cylinder, now in use. First check \$250 takes it. **FOB Ohio.** **ADDRESS: Box 4387, NATIONAL CLEANER & DYER.** 4

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for **USED and REBUILT**

DRYCLEANING or LAUNDRY MACHINERY

write for our large list

IMPERIAL LAUNDRY MACHINERY CORP.

(EV)Evergreen 9-6585)

249 Huron Street

Brooklyn 22, N. Y.

MACHINERY FOR SALE (Cont'd)

Drycleaning machinery, used and new, for sale at sacrifice prices to reduce inventory for badly needed space: One each 36 x 54 and 42 x 54 overhead belt-driven, all stainless steel Gross drycleaning washers; one 5000-gal. and two 3200-gal. Hoffman filters; many other units. Prices gladly quoted on your laundry or drycleaning plant's needs. All machinery guaranteed to be in first-class condition and priced right. **LOUIS MARKS, INC.**, 274 PARK ST., AKRON, OHIO. 4359-4

For Sale—never used—1 cyclone Model B Standard single dryer. Reasonable. **KNEBL'S CLEANERS**, LUDINGTON, MICHIGAN. 4362-4

Drycleaning unit, synthetic **NEW PERK** 40-model B with still, like new. Immediate delivery. **ADDRESS: Box 4363, NATIONAL CLEANER & DYER.** 4

One Pantex B-40 synthetic drycleaning unit, equipped with still. 2 years old, excellent condition. \$3,700. **ADDRESS: Box 4364—NATIONAL CLEANER & DYER** 4

One Mercury Z3 140F Drycleaning unit, 3 years old, excellent condition, \$1,500. One 6 H.P. Ontario gas-fired boiler with return system, 4 years old, excellent condition. Complete \$750. **ADDRESS: Box 4383, NATIONAL CLEANER & DYER.** 4

Mercury unit, 3½ years old. Perfect shape. Can be inspected and run. Priced for fast sale. F.O.B. Providence, R. I. Write or call Philip Benoit, 41 Rhodes Ave., Cranston, R. I. Hopkins 1-9147. 4635-4

SEC Model A synthetic cleaning machine, good condition. **Hi-Way Cleaners**, Muncy, Pa. 4366-4

Complete Perk DDZ drycleaning unit with built-in solvent reclaimer, excellent condition. Cost \$8,000—will sacrifice for \$4,000. **Lawrence Cleaners**, 7 Arnold Ave., Babylon, N. Y. 4368-4

NEW (PRACTICALLY) HOFFMAN equipment purchased 1948. Transmission shaft with 5 H.P. explosion-proof motor, pulleys and belts \$550. 26" belt-driven extractor—could be easily motorized. \$450. 36" x 48" motor-driven reversible tumbler \$775. Two 150 aboveground cone tanks and one extraction tank \$200. **Towne Cleaners**, 781 Madison Ave., Albany, N. Y. Sell separately. 4369-4

For Sale—1 Reliable Fur Company fumigation vault—never been used. Holds 80 coats. Because of lack of space will sacrifice at \$650. Call or write, **Nanticoke Cleaners, Inc.**, Seaford, Delaware. 4398-4

FOR SALE: Complete rug and upholstery cleaning outfit. Alfred Sharlette, Clinton, New York. 4367-4

TRUCK FOR SALE

1947 Chevrolet Sedan Delivery suitable for a cleaning establishment, in top condition, for sale at low price. Wire, call, or see Stern Finance Company, 736 Des Moines Bldg., Des Moines, Iowa. 4381-31

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		Zephyr Laundry Machinery Co.	120	

**WHEN
DRYCLEANERS
BUY
ADVERTISING—**

They pay out good hard cash to get results.

When they want to hire a spotter, or sell a plant, or find a job, or sell a machine, they want quick action.

That's why they place their classified advertising in the magazine they read the most, the one they feel everybody else reads. And as readers the one they know gets fast action from them.

That's why drycleaners place twice as many classified ads in THE NATIONAL CLEANER & DYER as in all other publications combined.

That's why, during the first seven months of 1951, they placed nearly three times as many ads in THE NATIONAL as in the second paper.

They know THE NATIONAL gets results

L

Lemson Corp., Blower Div.
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Lincoln Bag Co., Inc.
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Shipbuilding Co.
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Montpelier Manufacturing Co.
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Murphy Sales Co.
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STAR-SERVICE HANGER

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9200 RUSSELL STREET, DETROIT 11, MICHIGAN
PLANTS IN CHICAGO, ILL.; TRENTON, N.J.; LEEDS, ALA.
DIVISION IN CANADA: MARSHALL VENTILATED
MATTRESS COMPANY, LEASIDE, ONTARIO



CONVENIENTLY PACKAGED IN 500 LOTS

You're FREE to Serve More Customers Because Nu-Cleaning® is a Fully Automatic Unit



Sure you can have time to provide the service today's shopping customers want! Gain extra hours every day by switching to a Nu-Cleaning System for perchlorethylene solvent.

Practically tends itself — fully automatic through entire cycle . . . needs only minimum attention and labor. Even reclaims solvent for low costs. Detergent dispenser injects measured amounts as needed to reduce spotting and wet cleaning. Like more complete details on the greater profits waiting for you in Nu-Cleaning? Write or call your Hoffman representative (before you run your next non-automatic load).

TOPS IN VALUE  **... SINCE 1905**

U. S. HOFFMAN MACHINERY CO., INC.

Hoffman

105 FOURTH AVENUE NEW YORK 3, N. Y.